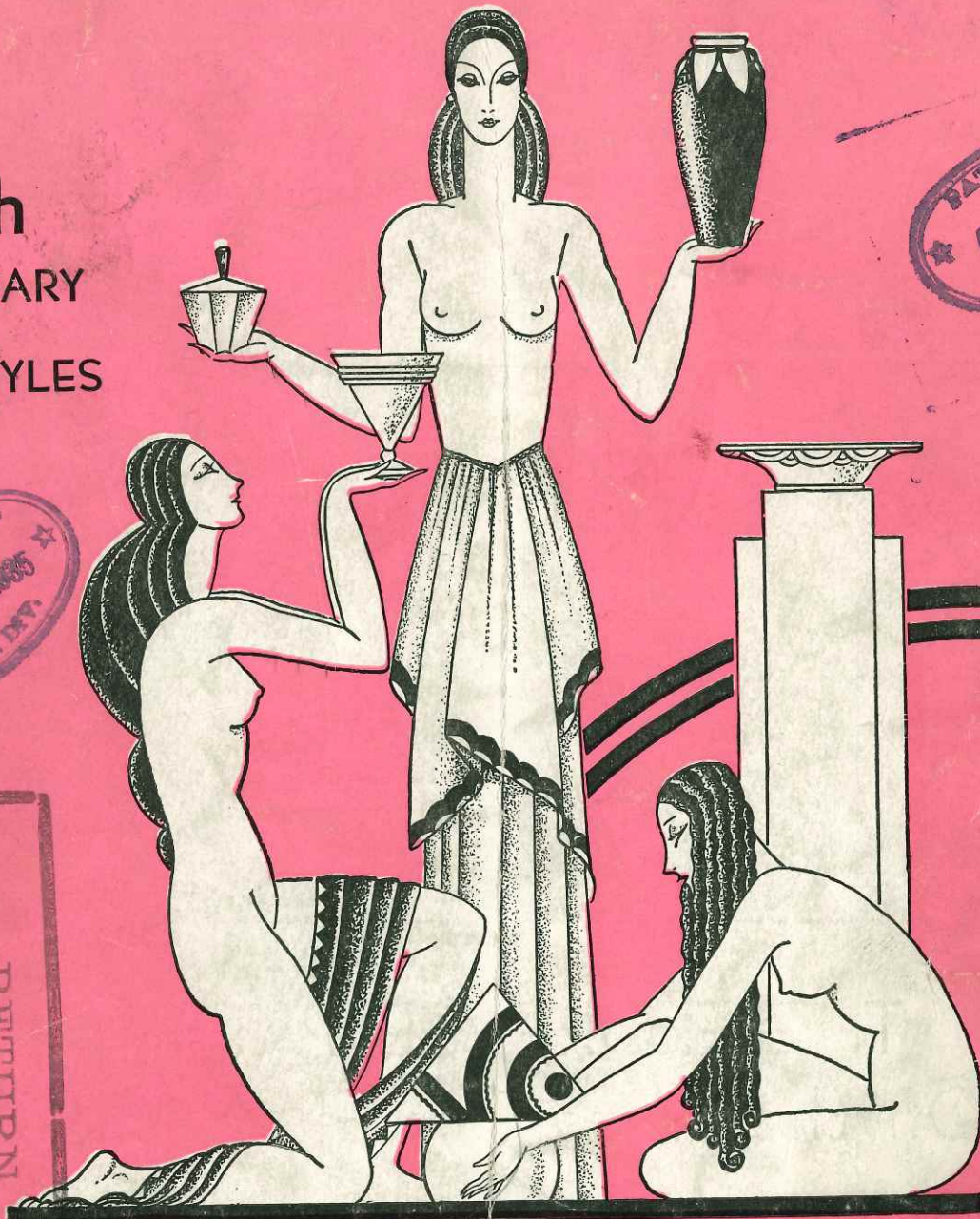


# "The Trade's Printed Salesman"

24th  
ANNIVERSARY  
—  
SPRING STYLES



RETURN TO  
DESIGN DIV.

RETURN TO  
DESIGN DIV.

## POTTERY GLASS & BRASS SALESMAN

ISSUED WEEKLY BY  
THE O'GORMAN PUBLISHING CO.  
NEW YORK

VOL. XLIX, No. 4

Entered as second-class matter Feb. 3, 1910, at P. O., New York, N. Y., under Act of Mar. 3, 1879.  
Subscription in the United States, \$2.00 a year and upward.

FEB. 22, 1934





Photo by Stadler.

## THE FLORENCE PATTERN On the Warmstry Flute Shape

Here is an authentic reproduction of a famous Early Worcester pattern. It shows a distinct Georgian influence and represents a type that, with its native charm, will always find favor by reason of its artistry. The rustic wreath at the verge (setting off the ivory-tinted fluted flange) and the typical Eighteenth Century floral group combine beautifully. Edge lines and handle trim are in brilliant tangerine.

This pattern is well suited to adorn the fluted Warmstry shape on which it is shown.

CARRIED IN OPEN STOCK

MADDOCK & MILLER, INC.

129-131 FIFTH AVENUE, NEW YORK



## *The Hit of the Pittsburgh Show*

---

**B**UYERS tell us that the outstanding numbers at the Pittsburgh Glass Show were our Eighteen-Piece Sets and Water Sets in Decorations Nos. 104 and 107. They were generally accepted by the trade as being "different" and "unique." Enamel treatments that are applied in such a manner as to permit the underlying design to be brought out in bold relief. We hesitate to illustrate them for fear of copyists, but invite requests for samples and prices.

**BARTLETT-COLLINS COMPANY**  
SAPULPA, OKLA,

In addition to our regular traveling staff and established sales agencies, we have recently appointed the following new agencies where our lines are on display:

THOMAS G. JONES  
200 Fifth Avenue  
New York

O. C. HELM & CO.  
Merchandise Mart  
Chicago



IMPORT  
**NORITAKE CHINA**

*Fall Delivery*

DINNERWARE

SHORT LINES

TEA SETS

BREAKFAST SETS

LUNCHEON SETS

STOCK

*On Hand for Immediate Delivery*

A general line of Japanese China and Pottery

Novelties in Antimony, Wood and Lacquer

What-Not Ornaments, Plant Holders, Flower Pots

Teakwood, Hinoki Wood and Lacquer Stands and Tabourets

Serving Trays, Bronze Vases

■ ■

**MORIMURA BROS., INC.**

53-57 WEST 23rd STREET, NEW YORK





Photo by Stadler.

## Kiddie Sets in Fancy Boxes

The popular "Three Little Pigs" number is illustrated. "Mickey Mouse" (also by Walt E. Disney) is obtainable. Done in underglaze decorations on American earthenware.

From the same factory we offer hand-painted underglaze Dinnerware, Bowl Sets and Oven-proof Ware.

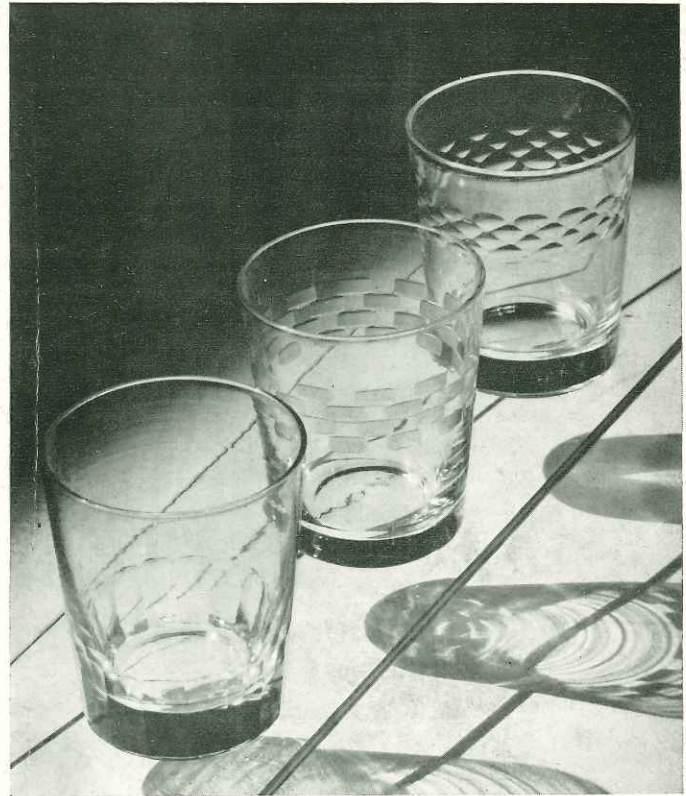


Photo by Stadler.

## American Glassware

Old fashioned Cocktail Glasses in wide variety of styles and prices.

Cut and fluted Barware.



WRITE FOR PRICES

# GEO. BORGFELDT CORPORATION

44-60 EAST 23rd STREET, Corner Fourth Avenue, NEW YORK



W.S. GEORGE  
*Makers of*  
 FINE DINNERWARE

"The old order changeth, yielding place to new."—TENNYSON.

## THE N.R.A. IS NOT A REMEDY—

It is a product of the times. The devastating world-wide economic distress motivating political economic developments like Fascism, Dictatorships and Communism to regulate predatory business has its counterpart in our national N.R.A. It is the inception of a new and international phase of government for the protection of the commercial life of a nation, a new function of organized society to penalize economic transgressions. Governmental economic control is in its infancy. Policies and methods may be changed, adjusted or corrected, but organized government will continue to expand its economic legislation to safeguard society in the same accepted way society has protected its established social and moral codes. The N.R.A. is but the beginning of a new force in government. *"The old order changeth, yielding place to new."*

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This is an age of progress and miraculous achievement in every form of human activity. Scientific discovery presages a new order in man's environment and habits of life. Civilization grows complex. The electronic theory, the discovery of the neutron, the conversion formulae that all energy is matter and all matter is energy will revolutionize industry and cultural environment. *"The old order changeth, yielding place to new."*

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The biologic development of more highly organized humanity will progress to finer and more aesthetic surroundings. Literature and art will respond to the new order. The new progress has inspired W. S. George to a cultural interpretation of the contemporary demand for new and original dinnerware design. Original and harmonious in conception, it provides acceptable dinnerware for this new age . . . and further created to meet the changes induced by the N.R.A. . . . whereby the chain store and the department or specialty store will cater to a wider divergence of consumer demand than heretofore.

❖

❖

❖

A limited advertisement cannot cover the subject. May we discuss this further with you?

W.S. GEORGE  
*Makers of*  
 FINE DINNERWARE

### THE W. S. GEORGE POTTERY COMPANY

New York: 39-41 West 23rd St.

Chicago: Merchandise Mart

Pacific Coast: M. Sells Company

Mid West: Carson Crockery Co., Denver, Colo.





Photo by Stadler.

# MAYFAIR

## Our New Dinnerware Shape for 1934

Quite in the modern mode, yet not too extreme, is our new dinnerware offering for this year which has already received the approbation of buyers from all over the country. It is well potted, done in a charming ivory glaze and carries just enough embossment to round out the decorative treatments which adorn it. Shown in a variety of attractive decorative treatments.

A sure seller at a popular price. Write us at once to secure control for your district or else look up any of our sales agencies.

NEW ENGLAND—Chase & Francis, 52  
Chauncey Street, Boston, Mass.

SOUTHERN STATES—Myser Brothers,  
P. O. Box 1131, Houston, Texas

NEW YORK—Newland, Schneeloch &  
Rhone, 1107 Broadway, N. Y. City

ARKANSAS DISTRICT—F. W. Sanders,  
Little Rock, Ark.

CHICAGO—Otto B. Ueberroth, 666 Lake  
Shore Drive, Furniture Mart, Chicago

JOSEPH & KATZ—268 Post St., San Fran-  
cisco; Los Angeles, Seattle, Portland

### THE C. C. THOMPSON POTTERY COMPANY

ESTABLISHED 1868

EAST LIVERPOOL, OHIO





Above are illustrated eight of our new Open Stock numbers on Thomas Ivory, Royal Krister Ivory and Continental Ivory.



Continental Ivory

1. WESTMINSTER
2. RIVIERA
3. BUCKINGHAM
4. ROSEDALE



Thomas Ivory Body  
and White

5. FLORENCE
6. WAKEFIELD
7. DOLLY VARDON
8. GLENBROOK



A.D. 1531  
GERMANY  
Royal Krister Ivory  
Body and White

SAMPLES AND PRICES ON REQUEST

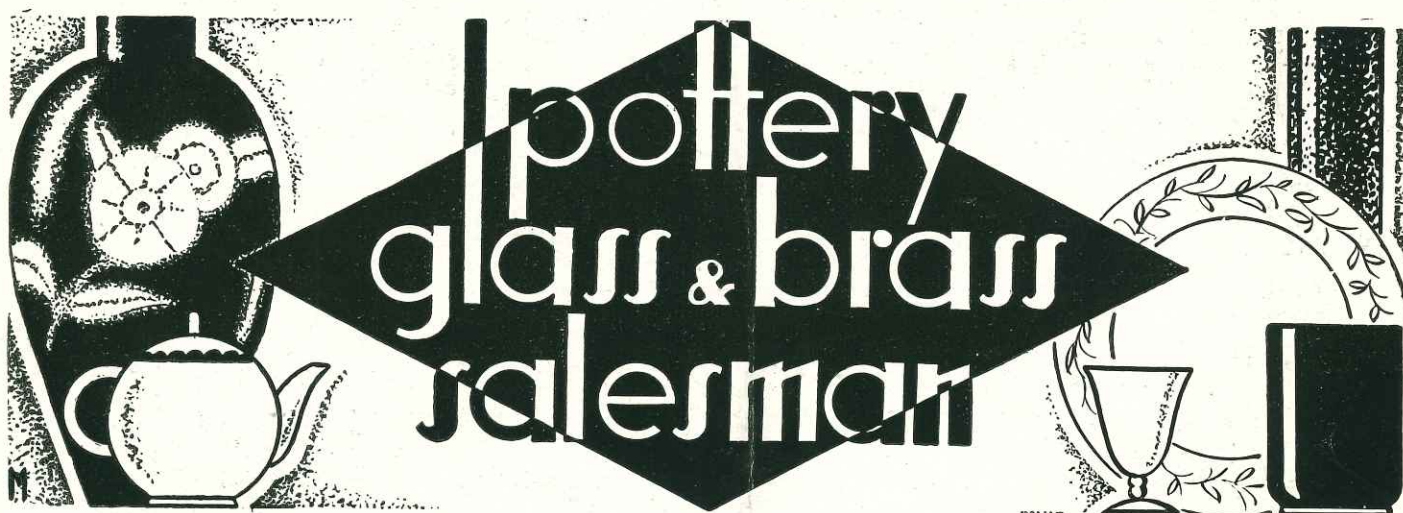
Our factories are under the active management of the world-famous Rosenthal concern.

# CONTINENTAL CERAMICS CORP.

L. E. HELLMANN, President

149-151 FIFTH AVENUE, NEW YORK CITY





PUBLISHED WEEKLY BY THE O'GORMAN PUBLISHING CO., 160 FIFTH AVENUE, NEW YORK, N. Y., U. S. A.

Vol. XLIX

THURSDAY, FEBRUARY 22, 1934

No. 4

# Retailers Confident Of 25-30% Better Easter Trade

Though Mindful of the Fact That Curbing of CWA May Affect Volume  
Somewhat in Certain Sections of the Country, They Are Rounding  
Out Their Spring Merchandise Plans With Confidence

WITH the marked gains in current sales buttressing confidence in the outlook for the critical pre-Easter selling period now approaching, retail executives during the week began to round out more definitely their spring merchandising programs. Gains of 25 to 30 per cent in Easter trade are anticipated even in conservative quarters, although the CWA curtailment which began last week is recognized as a potential factor in checking sales expansion in many sections of the country. March last year was the period of unsettlement due to the nation-wide closing of the banks. In developing their spring plans, store executives have divided the season into its two natural segments, created by the fact that Easter arrives early, on April 1. The early date of Easter, in fact, is expected to throw at least 10 per cent additional sales volume into March that would ordinarily be obtained in April. Currently, pre-Easter preparations and plans claim all attention.

However, with respect to post-Easter

merchandising, it is already evident that clearance sales will be deferred. Four salient features appear to highlight the merchandising program for the period directly ahead, store executives generally agreed. These comprise: constant survey of the best volume-getting departments and best sellers, with emphasis on "leisure merchandise" promising to be a feature; careful and continued check on the price and price-line reaction of consumers; steady flow of new styles and new merchandise in all departments throughout the season, with plenty of "open-to-buy" leeway available at all times, and, finally, strong promotions of medium to better merchandise, with increase of advertising space in accord with the sales gain.

In the scrutiny given to best sellers and volume-increase departments thus far this year, retailers have found main-floor items well in the lead, although the gain in the trade has been well distributed through the entire store.

As the Easter and spring season advances, there is quite general agreement

among retail executives that among the departments that will rank highest in sales gains are homefurnishings, including electrical appliances. A rise of 15 per cent or more in the size of the average sale is expected.

It is of interest to note that retailers are continuing to push strongly those departments having the best gains last year, including electrical appliances and art goods.

Bearing directly on pre-Easter merchandising, one retail executive said that his store will continue to push for additional volume in homefurnishings during the first two weeks of March. Comments by other retail executives held this was a decidedly "sound" procedure.

In the matter of both wholesale and retail price lines, retailers agreed they were facing the most difficult season since the peak of the price rise in 1919. Advances in wholesale quotations, code restrictions and discount changes have combined to bring many ranges out of their former price niches, with merchandise of



a quality identical with a year ago costing from 20 to 25 per cent more.

To offer adequate consumer choice, both the higher price item and an inferior product at the former price range are being carried by most stores. One or the other will eventually be eliminated and this season to a considerable extent will prove a period of price-line laboratory experiments for retailers. The discount cuts made in a variety of merchandise lines will

probably bring about some change in use of floor space and promotions to stress those items on which the stores will get their former discounts.

Thus far retailers have been operating on a three to four weeks' delivery basis. A sellers' market exists to some degree, but is qualified by lack of desire of retailers to buy farther ahead except on staples. Their budgets reflect the desire to keep a constant flow of new merchandise

throughout the store, with reorders continuous on sales-tested items.

Finally, there is a marked disposition on the part of store executives to avoid the mistakes of last fall, when promotional and stock assortment emphasis was placed too heavily on the higher price merchandise brackets. They said their major promotional emphasis will center on efforts to push prices within the limits of their customers' buying power.

## New Steuben Showrooms Last Word in Modernism

During the past year the glassware trade has seen the opening of a number of new and distinctive showrooms in important cities of the country, several of which are rarely beautiful. But in employing modern or contemporary arts, with their simple lines and forms, the new premises of Steuben Glass, Inc., just opened this week at 748 Fifth Avenue, New York, are in a class by themselves. As stated in last week's issue of *THE SALESMAN*, these quarters are for the dual purpose of serving as a retail store in New York and a wholesale showroom for the convenience of visiting buyers, and contain many unique features in plan, color and illumination.

The general effect is almost startling in its severity. It is quite in line with the architectural ideas that characterized the Century of Progress in Chicago last year. Everything is straight lines, save for an occasional curve to break the monotony; but even the curves are severe, and are rendered more so by the lack of adornment. The general color scheme of all the fixtures is a gray, with the floor of the main showroom done in black onyx.

On opening the door at the street level the visitor finds himself entering a long, comparatively narrow room with a very high ceiling—there being a mezzanine that extends only halfway to the front. The general effect of all the interior fixtures, as already suggested, is of straight lines.

Just inside the door are immense mirrors extending almost from the floor to the ceiling, set off or framed in square pillars. One of these mirrors is flanked on either side by an immense vase well over 3 feet in height. These are probably the largest crystal vases ever made, and are marvelous examples of the glass-blower's art. Beyond the mirrors and stretching down on either side are wall fixtures that serve as display counters, with cupboards underneath for the keeping of reserve samples. Movable tables are arranged down the center of the room, on which complete services are shown, including, of course, the glassware, glass-handled knives, forks and spoons, and in some cases plates and dishes of glass. Other are of china. In the rear is a special room designed for the showing of special services. This is fitted with comfortable, thoroughly modern furniture—quite in keeping with the contemporary mode—while the floor is covered with a rich carpet in gray tone to harmonize with the walls.

On the balcony are the various fancy lines made by the concern, together with a display of architectural glass. Heretofore this has always been shown against a black background, but now it is given a setting such as would be produced in a building—being fitted with everything, even to the proper lighting. The railing that edges the balcony is all done in the concern's architectural glass, save for the top, which

is of chromium-plated metal. The glass can be illuminated at night, making for a beautiful, attractive show. The window, incidentally, is large and open, with illumination furnished by concealed reflectors and frame of architectural glass, which also can be illuminated.

The general illumination of the premises is one of the most distinctive features. All the overhead lighting is sunk into the ceiling, protected by architectural glass and so arranged as to throw a powerful spot on the area it illuminates, yet shadows are almost non-existent. In the front part of the store, or rather in a portion in front of the balcony, is one particularly powerful light of this character, surrounded by a trough in which are concealed bulbs. This is the only indirect lighting used in the premises. The upper tiers of the wall fixtures are topped, in certain places, with architectural glass, beneath which are high-powered bulbs. These not only serve to throw up a light that helps the general illumination, but also serve to bring out with particular prominence articles placed directly on them, including in particular examples of glass sculpture.

The arrangement in the rear room is such that side lights may be shut off, thus leaving only the spotlight in the center, which shines directly on the table placed below and shows off, exactly as in the home, the glassware on the table.

## More Buyers in the City, While Salesmen Are Leaving for the Road

Monday and Tuesday of this week saw a new influx of buyers of china, glassware and allied lines into the local market, while there has also been a big influx of gift

buyers, attracted by the gift show being held this week at the Hotel Pennsylvania. Road men of various importing concerns are now getting ready to start on their

spring trips. Indeed, some have already started. The first of March will see nearly all out covering their respective territories.

(Concluded on page 31)



# People Who Are Price Buyers Are Mostly Thoughtless Buyers

Price Is Something the Dumbest Dumb-bell Can Understand—It Speaks All Languages—No Brains Are Needed to Buy on a Price Basis and Not Much More to Sell on That Basis—  
It Is Up to Salesmanship to Set the Customer Thinking About Value After Buying

Written for THE SALESMAN by Frank Farrington

"CHEAP! CHEAP! CHEAP!" The birds who sing that song to the buying public have made it sound like sweet music to the ears of millions who know more about pennies than about a tune.

It is to the credit of the members of the retail glass and china trade that they have not gone galumphing along downhill, whooping a song that has nothing to it but the loud noise it makes.

No class of merchants has done less price-cutting than the independent dealers in this industry. The price-cutting on such lines has been done mainly by stores carrying the merchandise as a side line.

A generation of price-buyers has come up in our midst, people whose chief idea of buying at retail is to get the lowest possible price. What they get has received less attention than what they paid for it. They will buy dishes from a mail-order catalogue or from a grocer putting on a special sale of a single lot of the poorest china God ever let a pottery turn out. They think they are getting bargains, when all they are getting is a sock in the pocketbook.

Unwise housewives are trying to make their tables look well with plates with permanent waves in the edges, and with glass that was no bargain at the "five-and-ten."

Some stores have used cheap ware, advertised at seemingly low prices, merely as bait to bring in customers who are to be sold a better quality when they come. The "better quality" part of the plan is all right, but the bait scheme might better get the hook. Real salesmanship may sell people quality products when they come in to buy cheap stuff, but the customer does not always come into contact with that real salesmanship. Often there is neglect and the customer gets the cheap grade asked for, and it may have no other merit than its low price. It may give no more satisfaction than any pinchbeck product.

Price advertising of loss-leaders has been counted on to bring in people to whom other goods might be sold at a profit. If loss-leaders are eliminated by new codes and restrictions, some dealers

are going to the cheapest merchandise for leaders. They may search the market for grades that can be advertised at cheap prices, while still complying with the rulings as to price-cutting limits.

This method is sure to produce even more dissatisfied customers than the old cut-price method. With all the emphasis placed on price, advertising and display and salesmanship tend only in one direction, and that is toward lowered quality.

When one sells his merchandise at the same price level as his competitors, there must be salesmanship based on quality and utility. Since price-cutting, inside or outside a stipulated NRA range, tends in the end only to bring competitors to the same ultimate level, with both wishing they'd had more sense, salesmanship and advertising might better emphasize quality at first.

The first step in avoiding need for price-cutting should be to buy as many lines as possible that have quality and individuality, and are not even in appearance duplicates of the cheap lines of the price-cutter. Less time spent wondering where Cheap John gets his stuff and more spent looking for quality that will outpoint his so-called "bargains." That is wise buy-manship.

When two glass and china departments or stores, with lines that practically duplicate one another in values, begin advertising those lines, there always comes the temptation to try to undersell the other fellow. Here, too, careful buying may eliminate this tendency on some lines by avoiding duplication of stocks.

Even a good buyer may buy some of his stock from the same house that supplies a competitor, but he will scan the market and the advertising pages of the trade periodicals for opportunities to get stock that is distinctive. He will want standard, advertised brands, but he will want also a variety of lines in which the brand is not significant to the consumer.

Many merchants owe their success in large degree to unusual care in selecting their merchandise with a view to being able to offer their patrons things not to be duplicated at near-by competing stores.

This sort of buying is a real help to quality selling.

People who are price-buyers are usually thoughtless buyers. Price is something the dumbest dumb-bell can understand. It speaks all languages. No brains are needed to buy on a price basis and not much more to sell on that basis. Anybody with a fair knowledge of arithmetic can make an advertising appeal based on the old one-track dollars-and-cents argument. It takes more intelligence, more thought, more care to get up advertisements and selling talks that leave the price in the background and put the many other reasons for buying in the foreground.

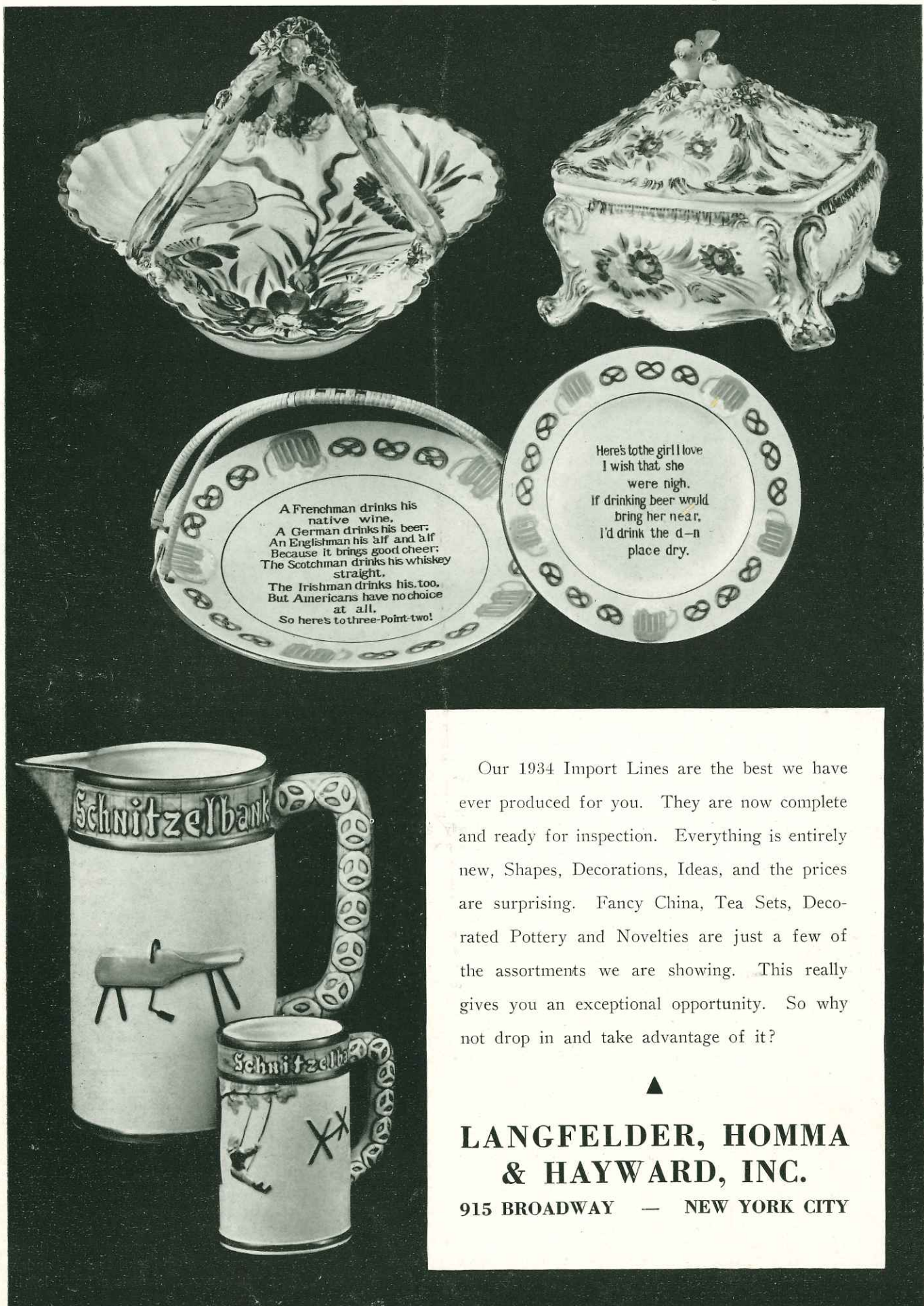
It is up to salesmanship, after the advertising has been made to do its part, to set the customer thinking about value, about what the product will do, about how satisfactory it will be and how long it will wear. Once get a customer thinking along that line and price will become of secondary importance. Every retailer knows the customer thinks a great deal about the price when first looking at the goods and asking their cost, but forgets the price after buying and using them.

The more intelligent the customer the easier to interest him in the quality of the goods. A retail salesman cannot put brains into customers' heads, but he can put ideas into what brains are already there—if any. He can keep people from making price the paramount influence in buying.

Many people have learned, through the depression, the value of quality merchandise by finding how well their old quality belongings endured and how well they continued to look through service extended beyond their normal duration. Those people, as they have money to buy again, will remember that when making new purchases.

Every customer prefers the best and buys the cheapest only from motives of real or mistaken economy. It is worth considering that, in trying to sell quality stock, you are trying to sell what the customer really would rather buy, and will buy when urged, if it is a possible thing to afford it.





A Frenchman drinks his native wine,  
A German drinks his beer;  
An Englishman his 'alf and 'alf  
Because it brings good cheer;  
The Scotchman drinks his whiskey straight,  
The Irishman drinks his, too.  
But Americans have no choice at all.  
So here's to three-Point-two!

Here's to the girl I love  
I wish that she were nigh.  
If drinking beer would bring her near,  
I'd drink the d-n place dry.

Our 1934 Import Lines are the best we have ever produced for you. They are now complete and ready for inspection. Everything is entirely new, Shapes, Decorations, Ideas, and the prices are surprising. Fancy China, Tea Sets, Decorated Pottery and Novelties are just a few of the assortments we are showing. This really gives you an exceptional opportunity. So why not drop in and take advantage of it?

▲

**LANGFELDER, HOMMA  
& HAYWARD, INC.**

915 BROADWAY — NEW YORK CITY



# The Mistake of One Retailer and The Reason Why He's Slipping

After Having Weathered the Toughest Years of the Depression, in Order to Cut Expenses Further, He Discontinued a Year Ago All His Trade Paper Subscriptions as Renewal Dates Came Along—Saving a Few Dollars on Them and Losing Many Dollars on Sales

Written for THE SALESMAN by Frank Farrington

ONE of my retailer friends is slipping, after having weathered the toughest years of depression. In his desire to cut expenses further and still further he discontinued a year ago all his trade journal subscriptions, as renewal times came along.

His has for many years been a store with the reputation of always having the newest things in glass and china. Whether they were new products by an old, established house or new products of a new house, he had them when they first came out. They might or they might not prove successful. They might be mere novelties to flash in the pan and pass out or they might develop into staples carried by all stores and used by everybody. He stocked them when they first came on the market. He was ahead of his competitors with new products, and he profited by the interest consumers always feel in something new and different.

You know how it is. You get in a little stock of a new item and put it where customers will see it and they all stop and look it over. It may not sell at all. It may turn out to be a flop, and still the little sample lot you bought may pay indirectly. It attracts attention in and to your store. It convinces the public you are one always to put in new things. People go away to tell of what they have seen and to commend your progressiveness. They say: "You always find the latest things in his store."

Once you get that reputation, more and more people drop into your store when uncertain whether they want to buy anything or not. They want to see what is new. When people tire of the same old patterns and want a change they turn first to the store they have found makes a practice of getting those novelties and new brands. And that means it pays to get a little of each new item, just because it is new. If it proves a successful seller, you were the first to have it and you get the first and best of the demand. If it sells only a little, you move off the samples and profit that much. If it does not sell at all, your profit is the indirect one that comes from increased prestige due to having the new things while they are new.

It was through reading his trade journals, particularly the advertisements in them, that my retailer friend kept in touch with what was new. He did not wait for some traveling salesman to bring it to his attention. You know how it is; a manufacturer's representative tells you only about those products his house is bringing out. The wholesaler's salesman does not have all the lines and his house may be as little inclined as many retailers to take on new items that mean a heavier stock. Further, the wholesale salesman does not always learn at once about new lines his house does take on. They may be stocked through compulsion, because demand makes it necessary, while they keep the stock at a minimum and sell only when necessary.

There are plenty of reasons why a retailer does not learn about new goods if he waits until they are brought to his attention.

In the meantime, his salespeople may be turning away customers with the statement, "No, we don't have that," or "No, we haven't stocked that yet." And, what is worse, his competitor may be watching the trade journals closely and getting ahead of him with the new goods.

So it was that, when the merchant in question ceased taking trade journals he ceased keeping his stock just that step ahead of "up to date" that means grabbing off the first trade, the first run of demand, that follows introductory advertising.

When a retailer tells me he doesn't need any trade journal to keep him informed about his business, I know he must be slipping. He cannot in any other way get all the information he ought to have about merchandise, equipment, supplies or methods. If he waits to find out in some other way, he passes up the quick way in favor of the slow way and someone else, some competitor is going to beat him to it.

In my retailing experience I found it important not only to take the leading journal representative of my main stock, but some journal for each side line I carried. You must have one or more first-class journals covering your main line, but you ought to have one journal for each side line or each line for which a special periodical is published.

Many stores not exclusively devoted to glass and china carry those lines and need and may profit by such a paper as THE POTTERY, GLASS & BRASS SALESMAN. Every store does well to take a paper devoted to any side line that is handled largely or that offers opportunity for the development of a larger demand.

The dealer who subscribes for and reads such a paper can strengthen his business along such a line, making it something more than an unimportant side issue. Side lines, through proper handling and backed by knowledge so acquired have, in many stores, developed into main lines. Sometimes they have become important enough to be segregated and made into main features. Sometimes the tail gets to where it wags the dog. More than one merchant, during the depression, discovered that, with his chief line of business going deep into a slump, he had a side line that continued to sell, and in some such instances the side line proved the saving of the business. At the very least it may be an anchor to windward.

I don't care how small a man's business may be, I believe he can make it profitable to spend at least \$10 a year for trade literature. One single product bought as a result of trade journal reading may return in net profit many times that \$10.

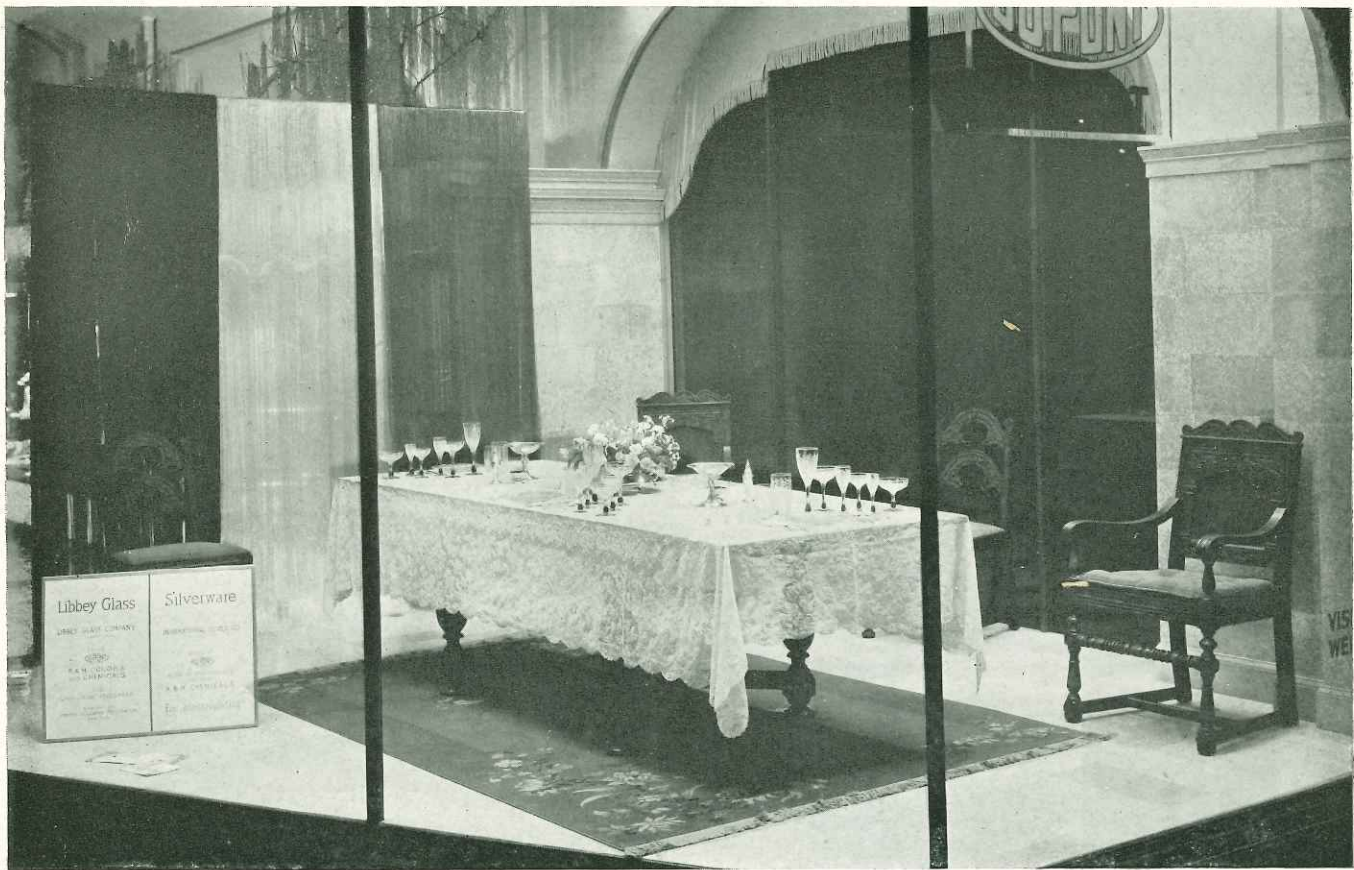
This, however, is to be borne in mind: unless the trade journals to which one subscribes are read, and I mean examined from cover to cover, the money spent for them is wasted. I approve entirely of a retailer cancelling his subscriptions for periodicals he tosses into the waste basket with their wrappers on them, or that he opens only to see what snappy jokes they contain.

The retailer who does not read his trade journals might as well not continue to pay the subscription fees. He is only throwing away his money. If ideas and valuable merchandising information are not worth having, why pay money for them?

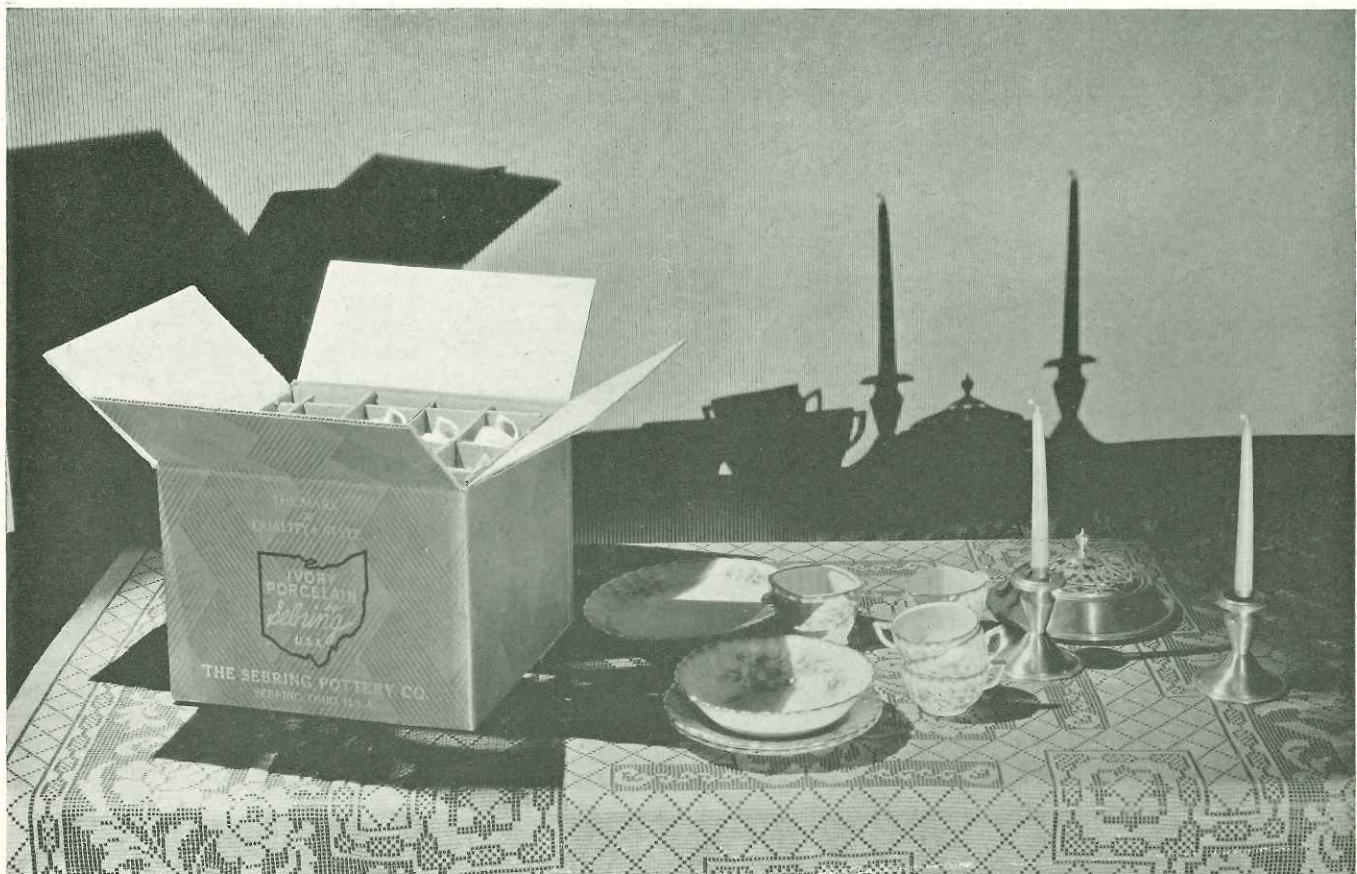
One must applaud the man who can succeed without the help of up-to-the-minute information from outside. He is cleverer than most of us who need all the pointers

(Concluded on page 31)





The photograph shows a display of Libbey glass featured at the Du Pont permanent exhibit in Atlantic City. The "Caprice" pattern is shown in this display in finger-bowl, straight water goblet, highball glass, stemmed water goblet, champagne glass, claret glass, two-ounce wine glass and sherbet glass.



Here is a new idea in shipping containers. It is a beautifully colored shipping box, and comes as one of the very latest offerings of the Hinde & Dauch Paper Company, Sandusky, Ohio. A 32-piece dinner set is packed securely into the box, and, since the package will be delivered to the ultimate consumer, it was deemed highly advisable to use color on the outside of the container.



# Stunts Live Ones Are Doing You Will Like to Know About

Merchants, in and Out of the China and Glassware Trade, Often Conjure Up Novel Schemes to Stimulate Business or Move Stickers—Here Are Some Recent Ones That "Went Over" in Various Localities

Written Exclusively for THE SALESMAN by Frank Farrington

"THERE were a dozen prominent and well-to-do families in town whose trade I was anxious to get," a dealer told me. "They were families with money, even now, to buy what they wanted. And they were people accustomed to buying nice things for their own use and for gifts. I was not getting their patronage and I wanted it."

"For three years I had been sending them all the advertising I sent to anyone. They were on my mailing list and got everything that went out. I kept hoping they would be influenced by it, but they didn't seem to be. I suppose my competitors were after them just as hard as I was, and perhaps doing it better."

"Finally I adopted the plan of writing a personal letter each week to the woman at the head of each family. These letters were advertisements of our service or of some certain merchandise in which I thought they might be interested. I used the same form to each of the women on this little special list. The letters were short and individually typed."

"I called attention to my store's advantages. When anything new and beautiful came in, I wrote them about it. After about three months of this, I couldn't see I had accomplished anything. But I kept at it, sometimes enclosing a blotter or an attractive advertising folder with the letter."

"Just when I began to think I might as well give up on these people, I had a call from one of the women. She wanted wedding presents, and something about which I had written appealed to her as suitable. I made a good sale—large enough to pay for all the letters I had sent out. It seemed as if that broke the ice, for others of those women on the list followed with purchases. Now I am getting business more or less regularly from most of those families. I got it by sticking to it until I made an impression that was strong enough to get attention. No one letter turned the trick. It was the accumulated influence of the system."

That dealer followed an inexpensive ad-

vertising campaign concentrated on a few people. His plan is worth trying and the cost is mainly work in writing the letters.

\* \* \*

## Valuable Advertising Space

Every merchant has an opportunity to use the space on his door for advertising purposes. Cheap merchants are apt to use cheap paper flyers on the glass of the door. Some whose stores are high class allow a manufacturer to monopolize that space with a permanent sign that says two words for him and one for the merchant.

If the door advertising space is worth anything to anyone, it is worth more to the merchant than to anyone else, and it is worth most to him when used for the display of neatly lettered cards with frequently changed messages.

Here are some phrases that may be used, one at a time, to face incoming customers: "Have you enough tumblers?"; "Ask to see our newest dinnerware pattern"; "Look at our \$1 Bargain Table"; "New stock of pretty water sets"; "Dazzling new patterns in wine, cordial, liqueur glasses"; "Ask to see our special \$2.48 decanter and wine glass set."

Use opaque cards that may be lettered on both sides; and here are some phrases that may be faced toward the customer going out: "Did you see our Art Glass display?"; "Turn back if you missed our water and wine sets"; "Stop! Perhaps you need cups and saucers"; "Broken any glass or china you need to replace?"

Place such cards at a height that will make them easily read by women customers. Use capitals only for the first letters of the words. Make sure that light from some source keeps those messages well illuminated. This is advertising that costs nothing and will make some sales.

\* \* \*

## Striking Glassgram

An advertisement used to take early advantage of the repeal of the Eighteenth Amendment was in the form of a telegram, printed on the typical Western Union yellow paper, with a black heading,

"Glassagram," and the body printed in all capitals typewriter type. The idea was carried out in this form—adaptable to use at any time. This was mailed out in yellow window envelopes that carried out the telegram idea.

DL—DEC—33—4 PM—NY.

BEAUTIFUL GLASS IN DEMAND  
STOP INFLUENCE OF REPEAL  
REFLECTED IN PARTIES THAT  
REQUIRE PERFECT GLASSWARE  
SERVICE STOP REAL AID TO  
SUCCESSFUL PARTIES IS RIGHT  
KIND GLASSES GO WITH ALL  
KINDS WINES AND LIQUORS  
STOP SEE OUR NEW STOCK EVERYTHING  
NEEDED FOR SUCH PURPOSES  
STOP COMPLETE INFORMATION  
ABOUT HOW WHAT AND WHEN TO  
USE IN SERVING BEVERAGES  
STOP EVERYTHING IN DECANTERS  
GLASSES PITCHERS MUGS.

\* \* \*

## Odds and Ends

One store moved a considerable stock of odds and ends of discontinued patterns in open-stock china and glass by this method. A window display was made in which were put all the pieces of each kind. Some patterns were represented by a single piece, some by a dozen. A large card explained: "Patterns we are closing out. Here is all we have of each. The prices are for the entire stock of each number. To get these prices you must take all of the lot you buy. Look them over. Something may match a pattern you have at home."

\* \* \*

## An "Exchange" Board

The principle of this is a large blackboard erected in a conspicuous location in the store and used as a place to list anything a customer wants to trade for something else. Each item states what is offered and it may tell what the offerer wants in exchange, or the offer may be made on the "What have you?" basis.  
(Concluded on page 31)



## Branching Out

It gives us pleasure to inform our friends that we have just completed the installation of three additional decorating kilns, which will greatly increase our facilities for turning out all kinds of decorated glassware, including Bowl Sets, Refrigerator Sets, Tumblers and Luncheon Sets.

Our entire display, which also includes domestic stoneware, earthenware and artware, as well as imported china, pottery and novelties, is now concentrated at our headquarters. A phone call will bring a salesman or an auto at your service.

**The Metropolitan Pottery Co., Inc.**  
Flushing Avenue and 57th Street - Maspeth, N. Y.  
Phone: STagg 2-2462

## Satin Etched Line by Fenton Art Glass Co.



### Representatives:

NEW YORK, N. Y.  
200 Fifth Avenue  
Horace C. Gray Company

CHICAGO, ILL.  
Room 1562, Merchandise Mart  
Martin M. Simpson & Co.

BOSTON, MASS.  
72 Summer Street  
H. P. & H. F. Hunt Company

PHILADELPHIA, PA.  
Burd Bldg., Ninth and Chestnut  
T. Downs, Jr.

BALTIMORE, MD.  
110 Lafayette St., Hanover Bldg.  
W. R. Neal

DALLAS, TEXAS  
The Ervington  
Gilbert J. Lehman

DENVER, COLO.  
509 Commonwealth Building  
Baker Smith Company

LOS ANGELES, CALIF.  
515 Transportation Building  
Baker Smith Company

SAN FRANCISCO, CALIF.  
278 Post Street  
Baker Smith Company

SEATTLE, WASH.  
403 Lowman Building  
Baker Smith Company

**THE FENTON ART GLASS CO., Williamstown, W. Va.**

*Quality Glass for more than a Quarter Century*



# Tips for Alert People in The Great Game of Selling

Every Successful Salesperson in a China and Glass Store or Department  
Began At the Bottom, Knowing Little or Nothing About the Business,  
But Caring a Great Deal About Learning—How About You?

Written Exclusively for THE SALESMAN by Frank Farrington

**N**O SALESPERSON would expect to make sales while telling people things they did not believe about the merchandise offered. If I offered a woman a set of dinnerware as genuine Spode or a set as real Wedgwood and she felt I was misrepresenting it, she would not buy. In all probability she would not even stay to listen to my further statements. It is of first importance to customers that they feel confidence in what salespeople tell them. But if it is highly important that customers believe what you say, it is no less important that you believe what you say. As a matter of fact, it is probable that the salesman who does not believe what he says will find others doubting it. Mirabeau once declared of Robespierre, that revolutionary French statesman who was his contemporary, "That man will go far. He believes everything he says." It is only the salesman who believes in all he says who has the necessary enthusiasm for his merchandise and can impart that enthusiasm to others. The salesman without that confidence stumbles and hesitates, and he who hesitates is lost.

\* \* \*

There is a saleswoman of my acquaintance who is always taking the position, concerning sales methods of doubtful ethics, that others use them and why shouldn't she? It is a fine thing to choose a high ideal or example and try to equal it, but it is a fatal mistake to follow an example of questionable honesty. If you are going to adopt the standards or policies of others, you need the judgment to choose those worth adopting. Eva Le Gallienne, writing at thirty-three of her life thus far, says that as a child she was taken to see "Peter Pan." On returning home she climbed upon the mantel and nearly killed herself in jumping off to fly across the room. Peter Pan had flown; why couldn't she? All she lacked was the judgment to see that because someone else had done something and had gotten away with it was no reason for attempting it herself

It is a wise man or woman who always knows when to avoid methods there is no better excuse for adopting than the fact that someone else has adopted them.

\* \* \*

I recently heard no less a figure in the transportation industry than Loree, head of the D. & H. R. R. Company, declare that in every concern there ought to be one man big enough to break the rules. I think he was indicating that no business rules can be absolutely infallible and that there should be someone with the courage to break the rule when the exception arises that makes its breaking more important than its keeping. It may be a mistake to suggest that there are times when salespeople should not be bound by the rules laid down for them, and yet I do believe such occasions may arise. Some years ago I had in my employ a salesman who knew our rule with customers was, "Your money back if you want it." We lived up to that rule and found it entirely feasible to do so. It was the forerunner of the Marshall Field rule, "The customer is always right." That one clerk would violate that rule when a customer came in and asked for a refund to which she was entitled by no possible justice. We handled a good deal of cut glass at that time. Every piece this salesman sold was examined by him with care in the presence of the customer and pronounced perfect. If it were subsequently brought back with a claim it was chipped or cracked, he referred to that careful examination and declined the refund. On the other hand, a customer might come in with a claim for refund or adjustment on an important sale involving a considerable sum. I might be absent, but that salesman would settle the matter despite my rule that any refund involving more than a certain amount must be adjusted by me personally. To my objections he would reply, "I know the rule, but we can't send a customer away sore just because you aren't here. People like that want the thing settled up right away and it's worth

something to give them what they want so they'll go away pleased. Anyway, I don't usually have to pay back any money on a return." And I was foolish enough—or wise enough—to let that salesman break the rules. Perhaps I was right, for he developed into a competent business man and achieved a high position.

\* \* \*

After all, the business of salespeople is to make sales. I have listened to a good many alibis handed in in instances when the customers got away without buying. I may as well admit I have been guilty of evolving a good many alibis of my own, either to excuse failure to someone else or to try to make my own mind easier. But nothing counts like the jingle of the bell of the cash register, and there's nothing you can put down on the right side of the sales-book if the customer makes no purchase. Tiny Johnson, Jack Johnson's mother, sat on the stage of a Chicago theater and listened to the bulletins of Jack's big fight for the world championship. When Jack won, she said: "He said he'd bring home the bacon and the honey boy has gone and did it." That's what employers of salespeople are waiting for and that's what salespeople are expected to do. Nothing less satisfies the people who pay the salaries.

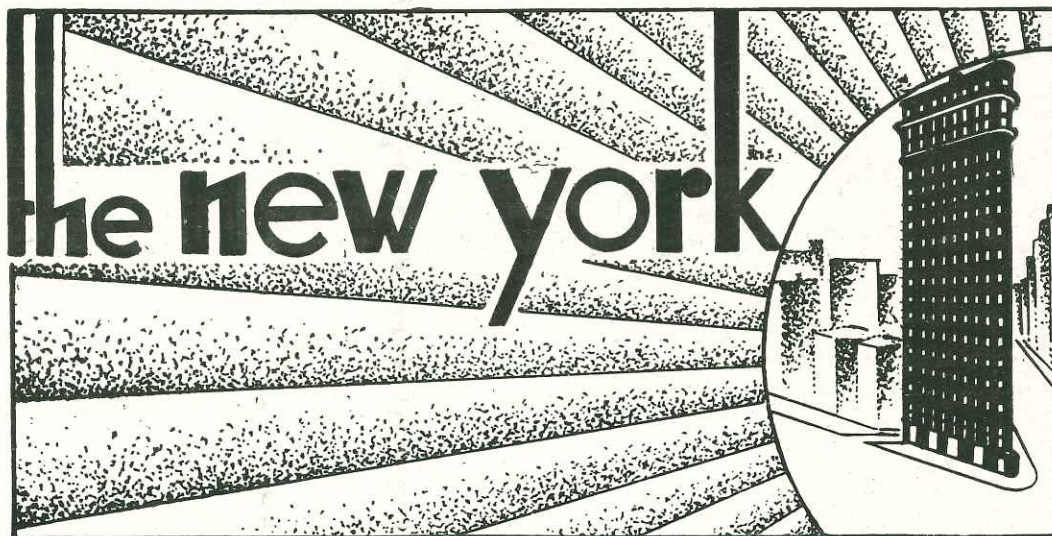
\* \* \*

One wise saleswoman in a glass and china department in a quality store in a town of about 15,000 makes it her business to read the society column of the local daily paper for business purposes. As a result, no woman who is getting ready for a party or other social home event comes within reach of that saleswoman without the event being mentioned and its possible need for tableware and other stock merchandise being brought up. In this way customers who drop in with the thought of making up just the required number of, perhaps, wine glasses are reminded of other desirable items and a sizable sale is built up.



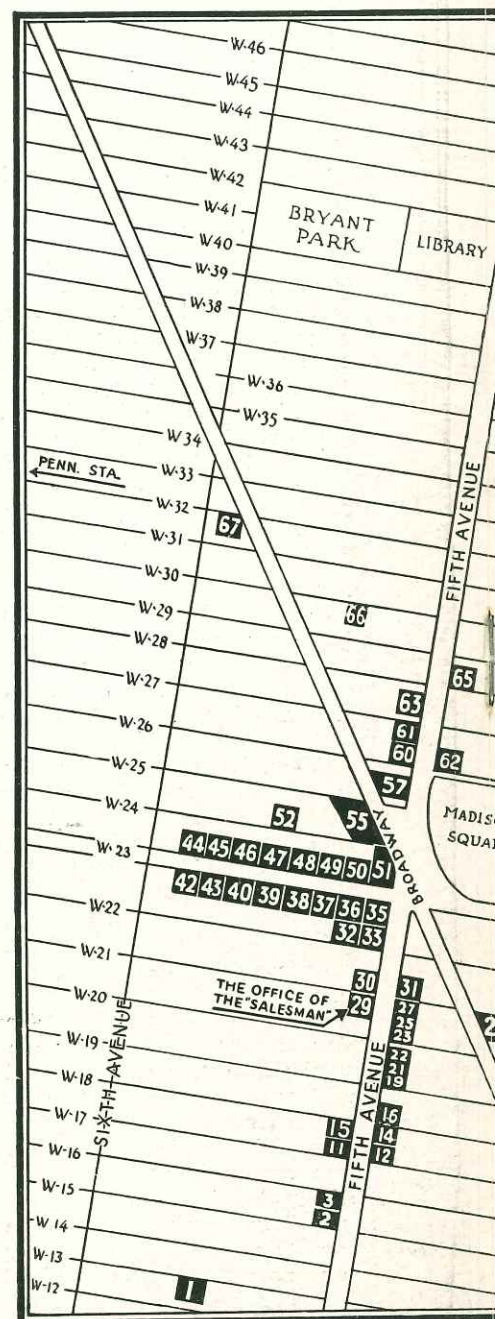
## BUYERS' GUIDE

Each building has a number—firms in such building have the corresponding number—which gives exact location of any firm at a glance.



### IMPORTERS

- 49 EDWARD BOOTE** 35-37 W. 23rd St.  
Royal Cauldron China and Earthenware,  
Royal Crown Derby China, Woods Dinner  
and Hotel Ware, Gibson Teapots.
- 31 CONTINENTAL CERAMICS CORP.**  
Representing F. Thomas-Markredwitz and  
K. P. M., Waldenburg. 149 Fifth Ave.
- 57 COPELAND & THOMPSON, INC.**  
Copeland-Spode China and Earthenware and  
White China Table Decorations.  
206 Fifth Ave.; ASHland 4-2975.
- 29 JOHN ARTHUR DAVISON**  
Adderleys, China & Earthenware; Stevens  
& Williams, English Rock Crystal; Wink-  
le's, Pheasant 7085.  
160 Fifth Ave.; Phone Watkins 9-3826.
- 64 A. J. FONDEVILLE & CO.**  
Importers of China, Glass and Earthenware,  
BOgardus 4-4449. 116 E. 27th St.
- 15 OTTO GOETZ, INC.** 122 Fifth Ave.  
German China Fancy Goods, Bohemian  
Glassware, Beer Steins, Bisque Novelties.
- 27 HARUTA & CO.** 141 Fifth Ave.  
Japanese Chinaware, Baskets, Novelties and  
toys. Stock and import.
- 39 THEODORE HAVILAND & CO.**  
French China, Maddock's (English) Earthen-  
ware, Booth's Ltd. Dinnerware, Teapots.  
26 W. 23rd St.
- 46 HEINRICH & WINTERLING**  
Dinnerware from Heinrich & Co., Selb. Fancy  
china from Winterling. 49-51 W. 23rd St.
- 22 KOSCHERAK BROS.** 129 Fifth Ave.  
Czecho Glass Stemware, Carlsbad Dinner-  
ware, Fancy China, Pottery, Art and  
Gift Wares: Stock and Import.
- 48 HERMAN C. KUPPER, INC.**  
Ahrenfeldt Limoges China, Earthenware,  
Pottery, Art Novelties. 39-41 W. 23rd St.
- 25 PERCY N. LEYLAND, INC.**  
English China and Earthenware. George  
Jones & Sons, Ltd.; Newport Pottery;  
A. J. Wilkinson, Ltd.  
139 Fifth Ave.; ALgonquin 4-5799.
- 22 MADDOCK & MILLER**  
Maddock's Hotel Ware. Royal Worcester  
China. Crown Ducal. Old Hall Ivory  
Ware. 129-131 Fifth Ave.
- 27 FISK, MARKS & ROSENFELD, Inc.**  
Successors to Lazarus & Rosenfeld, Inc.  
Importers of China, Glass and Gift Wares.  
147 Fifth Ave.
- 16 MOGI, MOMONOI & CO.**  
Japanese Goods; China, Bric-a-Brac, Lamps,  
etc. 109 Fifth Ave.
- 45 MORIMURA BROS.** Noritake dinner-  
ware and Fancy China; Japanese Goods.  
53, 55, 57 W. 23rd St.
- 3 WM. S. PITCAIRN CORP.**  
Doulton China and Earthenware; Grindley  
Dinnerware; Irish Belleek; Thos. Webb  
Crystal. 104 Fifth Ave.
- 31 ROSENTHAL CHINA CORP.**  
Representing Rosenthal, Selb, Ploesberg  
and Kronach. 149 Fifth Ave.
- 27 ROWLAND & MARSELLUS CO.**  
English China, Earthenware and Glass-  
ware Breakfast Sets. 141 Fifth Ave.
- 36 SCHUMANN CHINA CORP.**  
Exclusive Designs in Dresdner Decorations  
and Dinnerware. 14 W. 23rd St.
- 14 PAUL A. STRAUB & CO.** 105 5th Ave.  
Tirschenreuth, Lorenz Hutschenreuther, Paul  
Mueller Dinnerware, Old Abbey Dinner-  
ware, Rona & Verra Crystal Tableware.

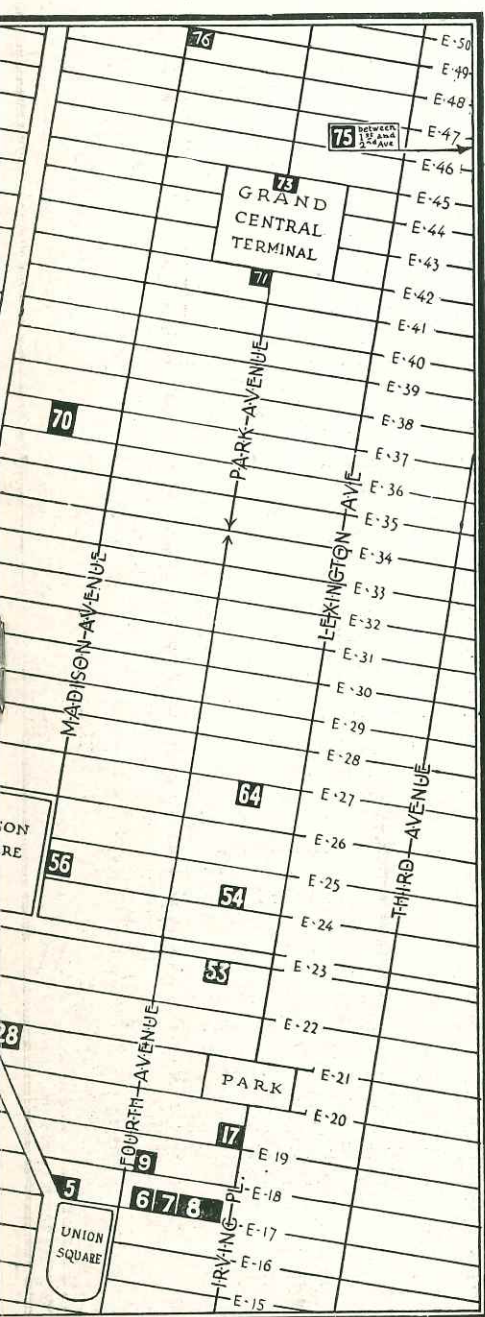






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### IMPORTERS

**19 TAIYO TRADING CO., INC.**  
Japanese China, Lamps and Bric-a-Brac.  
119 Fifth Ave.

**22 JUSTIN THARAUD**  
Agent for L. Bernardaud & Co., Myott, Son & Co., Porzellanfabrik Tettau A. G.  
129 Fifth Ave. Phone ALgonquin 4-3132

**3 J. H. VENON, Inc.** Kosta & Vebo Swedish Crystal; Riihimaki & Karhula Finland Crystal; Swedish & Finland China and Pottery.  
104 5th Ave.; TOMpkins Square 6-3396.

**30 K. L. WEDGWOOD** 160 Fifth Ave.  
Josiah Wedgwood & Sons, Ltd., China.

### DOMESTIC GLASSWARE

**51 BRYCE BROTHERS COMPANY**  
Lead Blown Glassware in Crystal and Colors.  
J. Duncan Dithridge and Harry C. Smallwood, 200 Fifth Ave.; Phone GR-5-1166.

**51 DUNCAN & MILLER GLASS CO.**  
Colonial Pressed Tableware, Specialties, Etc.  
Paul Joseph, Rep., 200 Fifth Ave.

**51 FOSTORIA GLASS CO.** 200 Fifth Ave.  
Fine Table Glassware.  
Walter S. Andres, Manager.

**51 A. H. HEISEY & CO.** Fifth Ave. Bldg.  
Fine Blown and Pressed Tableware.  
E. G. Nock, Representative.

**22 HOCKING GLASS SALES CORP.**  
Hocking, Lancaster, Standard Glass Co.'s.  
129 5th Ave. Geo. E. Nicholson, Gen. Mgr.

**71 THE LIBBEY GLASS MFG. CO.**  
60 E. 42nd Street, The Lincoln Building.  
T. B. Walker, Eastern Sales Manager.

### DOMESTIC GLASSWARE

**51 NEW MARTINSVILLE GLASS MFG. CO.** Pressed and Blown Tableware.  
Fredk. Skelton, 200 5th Ave., Local Rep.

### CHINA AND GLASS DECORATING

**1 EDMONDSON WARRIN, INC.**  
Service Plates, Non-Tarnish Silver Deposit, Beverage Sets, Matchings. 43 W. 13 St.

### DOMESTIC POTTERY

**35 CANONSBURG POTTERY CO.**  
"Belmar," "Georgelynn," "Washington-Colonial," "Granada," "Spartan" Dinnerware.  
E. W. Hammond, 10 W. 23rd St.

**20 CROOKSVILLE CHINA CO.**  
Exclusive Semi-Porcelain Dinnerware.  
John L. Pasmanter & Sons, 5 W. 20th St.

**55 SALEM CHINA CO.** "New Yorker," "Briar Rose," "Heirloom" Underglaze Dinnerware. Harry G. Heckman, Rep., 1107 Broadway. Tel. CHelsea 2-8848.

**73 SCAMMELL CHINA CO.**  
Lamberton and Trenton China.  
70 E. 45th St. J. T. Sullivan, Rep.

**51 S. A. WELLER CO.** Fifth Ave. Bldg.  
Art Wares, Garden Pottery and Cooking Ware. Lee Hanse, Rep.

### FANCY GOODS AND NOVELTIES

**52 GEORGE C. KINDT & CO., INC.**  
Manufacturers and Factors. Pioneers in Items for "Dollar Day Sales."  
19-21 W. 24th St.





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 CHINA, GLASS & POTTERY REVIEW, Founded 1897.  
 Amalgamated April, 1905.  
 POTTERY AND GLASS, Founded 1908.  
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Vol. XLIX February 22, 1934 No. 4



### Retail Trade Over the Week Best Since Christmas

Retail trade over the last week-end was the best since Christmas and continued good through the week. While main-floor departments were about the busiest, there was a pick-up in homefurnishings.

For the half month a survey by the National Retail Dry Goods Association of sixteen centers indicated an average gain of 25 per cent over the same period last year, the increases ranging from 15 to 35 per cent and one city in the South running up to 91 per cent. Unit volume was also ahead by 10 per cent in this comparison. Local department stores will probably show a gain of 18 per cent.

The January figures on department store sales disclosed an increase of 18 per cent for the month, with this advance reduced to 14 per cent when allowance was made for the extra trading day this year.

Needless to say, retailers are greatly encouraged by their mounting sales figures. Nevertheless, they are proceeding cautiously and there is little evidence of any buying stampede in the wholesale merchandise markets, except perhaps in certain winter goods staples which have been practically cleaned out in many stores. Orders for replacements have been quite heavy, and some producers have already sold up on lines for next fall and winter. Imminent price advances drove in considerable business on men's wear in the week. Otherwise, early spring buying was about finished up for the time being.

Events abroad again came in for major attention in the week, and yet business interests did not fail to be impressed with the further gains made in trade and industry at home. Retail distribution is scoring substantial increases, particularly in the South and West, and basic lines of industry are once more headed definitely upward.

In some sections of the country where business activity has made the best gains private enterprise is absorbing workers released from the CWA. The plan for demobilization of some 4,000,000 workers from this agency by May 1 raises the question, however, of whether such a large number can be taken care of similarly. By Easter more than half of this army must find jobs or obtain direct relief. That is a large order, the results of which may affect trade at a critical point.

In the meantime, the rise in industry is more pronounced, as the New York Times business index indicates. Power production has advanced and steel operations are mounting, the latter due principally to the demands of the automobile industry. Building contract awards last month were double those of January, 1933, although 10 per cent under December. The F. W. Dodge Corporation estimates contract volume for the first quarter in excess of \$500,000,000, as against \$196,000,000 for the same period last year.

Rising commodity prices may be accepted as a prelude to the greater use of the huge supply of credit which has become available. Excess reserves of the banks have touched the unprecedented mark of a billion dollars. Despite the fact that recovery has barely started, there is the ever-present danger that this tremendous supply of credit may generate too fast a rise.

### Criticism of Codes Urgently Invited

In the conference of code authorities at Washington early next month is seen another milestone in the course of the recovery program. Major crises have been passed since the NRA was launched, and it is the belief of most observers that out of the coming meetings there may come substantial advantages in the way of clear-

ing up many important problems on which decisions have still to be reached.

So that constructive criticisms and suggestions may be dealt with by this conference, public meetings will be held beforehand. General Johnson has invited management, labor, consumers and the general public to participate at these meetings, either in person or by written statement, at open sessions in Washington which will begin on February 27. Particular codes or provisions will not be considered.

These meetings, in five different halls, will consider employment, trade practices (costs and prices and control of production), Code Authority organization, and small enterprises and minorities. Requests to be heard must be filed with names and nature of criticism or suggestion before noon on February 26.

While these particulars have appeared in the news columns and have been outlined by General Johnson over the radio this week, they are repeated here because of the importance which attaches to having as many viewpoints as possible presented upon the questions raised by the codes. The Recovery Administration bars consideration of specific provisions of any one code, probably in an attempt to avoid detail, but that should not prevent an argument of general principles illustrated by specific instances.

### The "Season" Reasserts Itself

Since the turn of the year business volume has expanded in many lines. The average rise, indicated by the New York Journal of Commerce business index amounts to approximately 16 per cent. An important feature of this increase is the fact that while such an upswing is usual at this season of the year, many normal seasonal upswings failed to develop during the past four depression years, whereas the rise in business late last spring occurred at a season of normal contraction.

There are a number of factors which tend to cause a rising trend of business during the first quarter of the calendar year. The automobile shows in January usually result in the placing of a large number of orders from both dealers and retail consumers, accelerating factory operations. There is also a considerable amount of production of automobiles in anticipation of spring demand. This expansion was particularly emphasized during the past month, owing to the delays in getting new models in volume production in December and the relatively large number of orders placed at automobile shows. In fact, automotive activity at present is about twice as large as a year ago.

Steel operations generally show a marked upward trend from January until March or April, influenced by seasonal demand from the automobile, construction, canning and other industries. During the past two years the upswing at this season was very feeble and short-lived, but developments during the current season have been of a more normal nature. Au-



tomobile makers have been taking particularly large quantities of steel, and the volume of structural steel and railroad orders placed recently has provided an additional stimulant. Moreover, tin-plate production has expanded by about 70 per cent in the past two weeks.

Many branches of the textile industry also increase operations during the first quarter in anticipation of spring and summer demands for their goods. This movement was somewhat delayed this year by agreements to restrict operating schedules in the early part of January, but has since reached substantial proportions as a result of a large volume of wholesale buying. Coal is another industry which has been favored by seasonal factors in recent weeks. Expanding industrial operations helped to sustain demand early in January, while exceptionally cold winter weather has provided a marked stimulus to demand in the past fortnight.

Severe weather, on the other hand, has tended to slow construction operations, but within a month the building industry should show materially expanded activity, except in the most Northern States. Much of the huge public works program of the Federal Government has been contracted for but not actually started, and this in itself should provide a very substantial volume of activity.

The rising seasonal trends in the automotive, steel and textile industries are expected to continue for some weeks to come and should exert favorable influences on many other industries, such as railroads and electric companies. Later the building industry should provide a marked impetus. As a result, business comparisons with last year, when a marked contraction occurred in February and March, should become increasingly favorable.

#### Striving for Further Artificial Controls

Having attained "price stabilization," a number of industries are now striving to bulwark their positions by further artificial devices of one kind or another. The kraft-board and paperboard producers propose to organize a corporation of large capital to acquire plants which "cannot operate successfully under normal business conditions." A consumers' representative at Washington was outspoken in his criticism of the scheme.

A less radical step, but one pointed in the same direction, was recommended by the association of wool manufacturers here last week. They would put a ban on new machinery in the industry and prevent operation of machines that have been idle for two years, except under special license from the code authority.

All these moves look toward rigid production control to cut down "destructive" price competition. If they prove successful, then the public can count on paying almost any prices that are asked. At the same time, there is little hope that wages will keep abreast of price advances and, finally, the whole artificial structure must collapse.

Certain rules in business are essential,

it is admitted, but price-fixing and monopolistic practice will, in the end, get business nowhere. In fact, a court decision freeing intrastate industry from code control would quickly upset many appalearts. Labor conditions are "stabilized" with the greatest profit to all, and unscrupulous business practices may be dealt with, but beyond these competition should have free play.

#### The New Commodity Price Advances

While the recent rise in commodity prices has been less spectacular than the speculative advance last summer, the gains are quite impressive. The *Annalist* weekly index is within a fraction of the summer high after consistent increases over the last eight weeks. There is, however, greater maladjustment among the various groups than last year.

Here is how the separate index numbers compare now with what they were in the week ended July 18, 1933, the latter being given in parentheses: Farm products, 92.2 (100.4); food products, 107.1 (110.2); textiles, 121.5 (119.6); fuels, 142.2 (115.6); metals, 105.0 (104.4); building materials, 113.5 (107.0); chemicals, 99.0 (96.9); miscellaneous, 87.0 (84.9); all commodities, 106.8 (107.0).

From this comparison it is clear that farm products might be higher and that fuels and textiles might be lower to bring about a better balance. The summer levels were more properly adjusted to promote that exchange of products which is essential to good business. The agricultural list is creeping up, but the industrial groups are forging ahead, too, and the gap has not narrowed much.

In the depression of the '70s, which had many of the characteristics of the recent crisis, the down trend in commodity prices carried along for six and a half years with a short interruption at about the midway point. It may be that the present upturn is following that pattern, although credit conditions argue against the theory.

#### Capital Loans for Industry

The President is reported to be giving serious consideration to the establishment of a chain of banks for the making of intermediate-term loans to industry, especially to smaller business enterprises. This proposal arises from the view adopted by a number of government officials, both in this Administration and its predecessor, that banks are not lending money freely enough. This contention has also been heard not infrequently from business men.

Traditionally, the commercial bank has been regarded as a source of short-term funds for business enterprises. The experiences of recent years have served to emphasize the soundness of this view and the need for avoiding an excessive proportion of long-term commitments that tend to become frozen in times of depression. Accordingly, business enterprises that have seen that capital resources dwindle in recent years have not found the banks ready to replenish them. While commercial banks have been more than eager, especially in recent months, to make high-

grade commercial loans of a self-liquidating character, especially where the general credit standing of the borrower has been high, they have been unwilling to make loans for capital purposes, the repayment of which might be delayed for years.

Since numerous business enterprises now stand in need of more capital, however, there is obviously a place for a financing institution specializing in the making of loans running, say, for five years, to those enterprises that hold out reasonable promise of being able to make repayment over a period of time. The current severe contraction of the capital market has intensified the demand for such longer term credit facilities from larger concerns also.

It is obvious, however, that many business men who would normally borrow at short term might prefer to obtain long-term advances instead if they are made available by government-owned banks offering such accommodation at low rates of interest. Accordingly, even though the new institutions are organized ostensibly to aid small business men who need long-term capital, unless operated carefully they may soon constitute a competitive banking system, making loans that would otherwise have been granted by commercial banks. Unless rigid safeguards are set up, the new government banks could usurp a considerable part of the ordinary commercial loan business of existing banks, effecting a needless duplication of facilities as regards such loans and increasing the danger of political control of credit facilities which already exists in substantial measure.

Another proposal has been advanced which would leave the making of longer term advances to industry to the commercial banks, while new government institutions would merely rediscount loans of this kind, at the same time assuming the major portion of the risk involved. This would call for an expansion of the functions of commercial banks to embrace the furnishing of long-term capital to smaller industry, a function that has already been exercised toward larger enterprises and government securities through investment in bonds. The ability to rediscount such longer term loans with special institutions set up for the purpose would tend to offset the decreased liquidity involved in making long-term loans.

The question arises, however, as to whether such closer connection between commercial and investment banking should be encouraged, in view of the adverse results of such a development in the past. In other countries where banks have combined long and short term loans, as in Germany, it has been found that excessive long-term commitments may seriously impair the soundness of a bank in times of deflation and depression. On the other hand, commercial banks have stood up against adverse conditions remarkably well in countries like Great Britain and Canada, where they have restricted themselves in the main to short-term commercial loans.—*New York Journal of Commerce*.

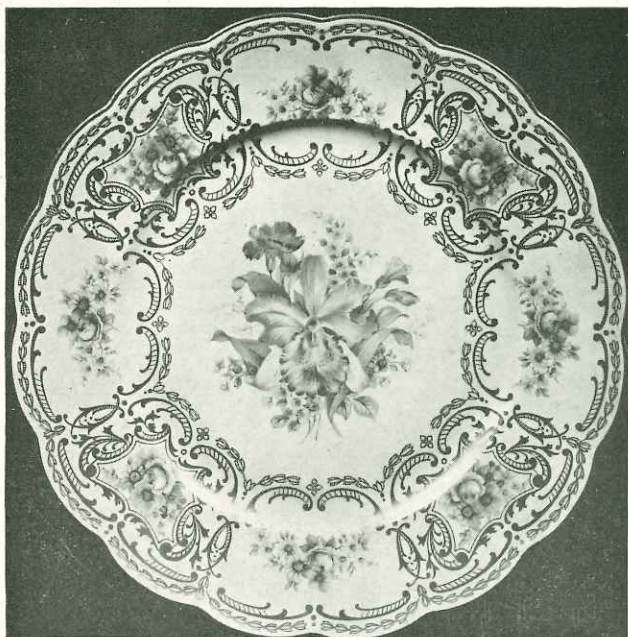




3211—LEAFLET  
MYOTT SON & CO., Staffordshire

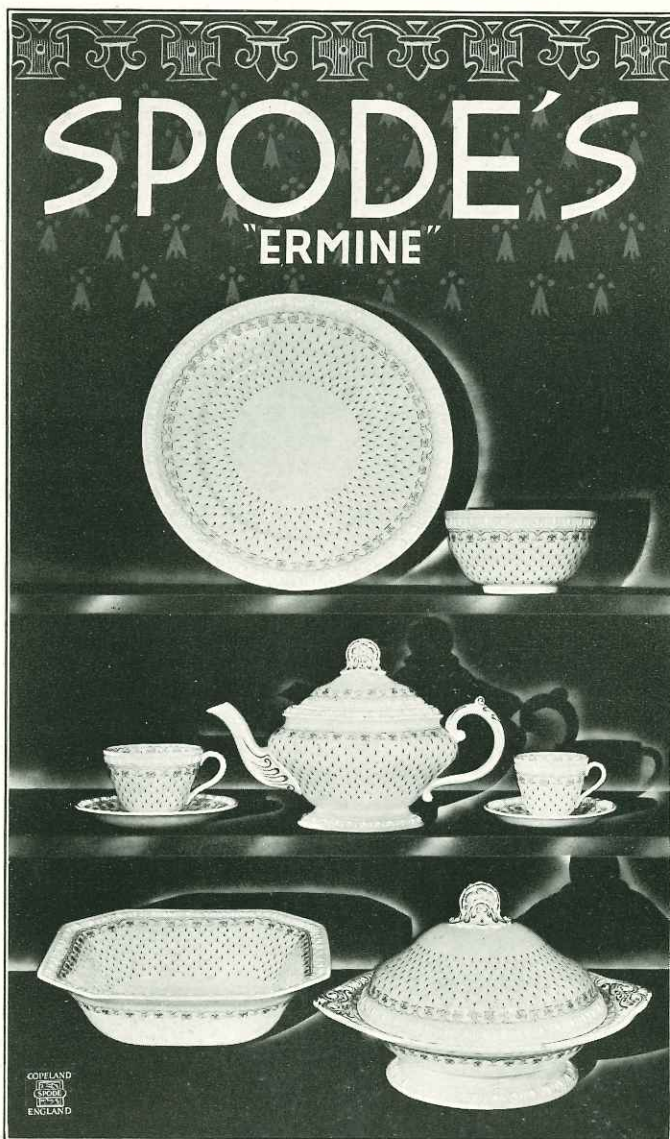
## JUSTIN THARAUD, Inc.

129 FIFTH AVENUE  
NEW YORK CITY



4811—ORCHID  
ROYAL BAYREUTH

*Large selection of open stock decorations*



## Open Stock—New York

**I**LLUSTRATING one of Spode's interesting old prints, differing entirely in feeling from the old English landscape prints.

Spode's Ermine is distinctly Empire in design and color, evidently taken from the influence of the French Empire, symbolical of heraldry and royalty. The Fleur-de-Lis on the border is the emblem of France, and the fine print design in and over the rim symbolizes the ermine, in earlier days affected only by royalty.

This refined style is done in soft Underglaze Saxe Blue, giving a feeling of China Blue daintiness so appealing to the hostess.

Available in complete open stock in New York in May. Send for sample and prices.

**COPELAND & THOMPSON Inc.**  
206 FIFTH AVENUE • NEW YORK CITY





# wide awake retailing

## The Separate Shop

The Store of Separate Shops Has Its Distinct Place as a Creator of Interest in Special Lines That Sell Well Only When Dramatized in the Proper Manner

**M**ORE and more is the separate-shop-within-the-store idea gaining in favor in conjunction with the display of certain lines of china and glassware. For years even those establishments that paid comparatively little attention to display have segregated a special nook for their hotel, restaurant and bar lines—if they carried these at all. Such wares, in the main, do not call for any great amount of dressing up. Price is usually a very important factor therein, and save in rare instances any type of display fixtures suffices. Segregation that breathes quietness is the most important factor in the display.

But when it comes to fancy lines the matter is entirely different. This is one of the reasons why certain concerns, in introducing a limited quantity of modern or contemporary china and glassware, set aside a corner or special space, such as a booth, in the china and glass room for its display. It is not necessary for the average concern to go to any great expense in installing an entirely new array of typically modern fixtures for the purpose. The expense in many cases might be heavier than the amount of sales would justify. Doubtless the interior decorator working with the store carpenter could, in many cases, add a little touch which would do the trick very effectively without much cost. Chromium is very much in the modern mode, and a few perpendicular chromium lines against a black ground would do wonders in creating a modern effect.

While the so-called modern idea in china and glass is quite important, there are some sections of the country in which it has not yet become a big commercial factor. But unquestionably sales of china and glass in the modern mode can be increased considerably by the proper showing or background. This "scenery" will not only aid in selling the goods—which,

by the way, should show a nice fat profit—but also aid in increasing the prestige of the establishment.

### Conference Board Finds That Business Gains in Momentum

Business conditions showed continued improvement in January, and gains in production and basic distribution were extended into the first half of the present month, according to the current monthly report of the Conference of Statisticians in Industry of the National Industrial Conference Board.

"Advances in production in some major industries," the report says, "were greater than is seasonally normal at this time of the year, and declines in others were less than expected. Primary distribution of commodities showed a measurable gain of more than seasonal proportions, while retail trade declined in January under the December level by an amount normal for the two months.

"Industrial production as a whole continued to advance in January and thus far in February. Automobile output was stepped up sharply. Steel and iron production also continued their December gains. Bituminous coal output showed more than seasonal improvement. Electric power production declined slightly in January, but turned upward in the first half of February. Building and engineering construction declined measurably in January as compared with December, but the decline was not so much as is normally seasonal for the two months, and the value of awards was more than double the total of a year ago.

"General distribution and trade were better than seasonally normal in January. Freight shipments increased over the December average by an amount more than usual in recent years. Rail shipments of all classes of commodities, averaging 546,600 cars per week in January, were 6 per cent

greater than in December, whereas the seasonal increase is 4.3 per cent. Total car loadings were 14.4 per cent above the average of a year ago.

"Department store sales declined seasonally in dollar value of turnover in January as compared with December. A decline of 47 per cent in sales resulted in a dollar turnover per day of trading, which was 14 per cent above the level of a year ago. Prices of department store items fell 0.2 per cent in January, but were roughly 20 per cent greater than a year ago. The volume of turnover of department store items during the month was, accordingly, smaller than in January, 1932.

"Prices of commodities at wholesale in January advanced over the December average level. The weakening of prices in general in the latter month was halted in the last week by a sharp rebound in prices of farm products. This upturn was continued into January and passed on to other products. Foods and chemicals and drugs advanced appreciably.

"The cost of living turned upward in January after declining for two preceding months. The advance of 0.3 per cent over December brought the index of living costs in the wage earner's budget to a level 5.2 per cent above a year ago and 8.5 per cent above the low of April. Advances in food prices and in sundry items were large enough to offset declines in rents, clothing and coal."

### Betterment in Chicago Is Intensified

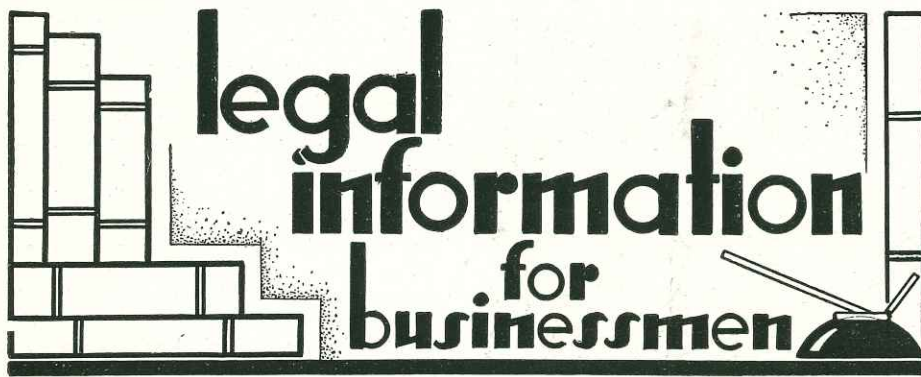
Recent improvements in sentiment and in business conditions are reported in Chicago as being amplified. The most cheerful reports are from the South, where the Government has made large distributions to cotton raisers, and they are spending liberally for all kinds of merchandise. In the Middle West business is increasing in volume, but in the West and Northwest, where crops failed last year, there is only a fair amount of business and government aid is necessary to support farmers, particularly in South Dakota, until they can raise another crop.

Wholesalers of general merchandise are having a steady run of buying of all classes of seasonable goods, which is well ahead of last year at this time. Prices are holding firm, and numerous lines are working higher slowly. Salesmen representing wholesalers, as well as manufacturers, are better supplied with orders than for several years, and are looking for maintenance of existing conditions. Jobbers and manufacturers report men's and women's clothing, shoes and other articles passing into consumption in a way that keeps the factories running at full capacity.

In retail lines, not only in Chicago but throughout the Middle West, distribution is reported to be the largest for the period in several years. Mail order and chain store sales also are at higher levels.

Banking conditions throughout the West are steadily improving, and more money is needed as a result of business improvement. Collections are reported in the main more satisfactory.





## Cancelling Orders

Many Business Men Seem to Hold the Idea That They May Arbitrarily Cancel an Order to Buy Merchandise Provided It Has Not Been Shipped—Not So, Unless Seller Consents

**N**O question of business law arouses more controversies than the question as to the right of one party to a contract to cancel it. The following letter is typical of thousands of cases that have arisen out of this question:

Chicago, Ill.

About three months ago we placed an order for a large amount of merchandise in the belief that our business would continue to be as brisk as it then was. To be frank we also thought the price of this material was going to advance, and that figured in the purchase also.

This merchandise was for delivery at the rate of so much per month, beginning thirty days from the date of the order.

A very short time after the giving of this order a certain condition developed in our business which made it impossible to take in the order even if our business had gone ahead as we expected. As a matter of fact, it did not go ahead and we would not have been able to use it anyway. We therefore cancelled the order before any of it had been shipped.

We are now about to be sued by the firm to whom we gave this order for damages for failure to accept the goods. They base their claim on the fact that the price of the market declined, and they are demanding that we pay the difference between the figure in the contract and the price to which the price dropped.

Were we not right in cancelling the contract before they had gone to any trouble or expense in connection with the order?

B., INC., By E. R. B.

This letter illustrates a fallacy which a great many business men seem to hold,

viz.: that they are entirely within their rights when they arbitrarily cancel a contract to buy merchandise—provided the merchandise has not yet been shipped. The fact is, and the law also, that no party to a contract has any such right. A contract is a contract, it binds both parties, and neither party can evade it unless the other party consents.

In other words, neither the seller nor the buyer can cancel against the protest of the other party. If this correspondent has told me the whole story, he had no right to cancel his order, and the fact that he did it before the goods were shipped makes no difference. That merely changes the measure of damage. If the goods had been shipped, the seller could have collected the entire purchase price. Since they have not been shipped, he can merely collect the damages set forth in the above letter, viz.: the difference between the contract price and the market price of the goods at the date the buyer cancelled.

That is the law of the average case. There is one situation in which the law is sometimes different. If this correspondent has had other dealings with the same seller, and has been allowed to cancel his contracts at will, he may be able to justify the cancellation of this one. I often find this condition in these cases. A seller and a buyer have dealt together for a long time. The seller has been amiable and loose, and has not held the buyer to his contract if the buyer didn't want to be held. To such a seller as that the courts say: "Through a course of dealing you educated this buyer to believe that he could cancel his contract with you when he wished to, and therefore you can't suddenly about face and hold him for this one. If you had any intention of holding him to this contract, and thus changing your course of dealing with him, you should have told him so when you took this order."

Whether this correspondent can stand on this ground I do not know because he says nothing about that. I believe, however, that that is his only hope.

(Copyright, 1934, by Elton J. Buckley)

[Legal Editor's Note.—Questions on any circumstances that may arise, addressed to me by subscribers, will be answered privately without charge and later used as the subjects of articles for the general information of "Salesman" readers, names to be omitted.—E. J. B.]

### Settlement Plan Urged on McCrory Non-Depositors

The J. G. McCrory Associates and Creditors Advisory Committee has sent a letter to non-depositors asking, as the depositing creditors were asked on February 6, that they sign powers of attorney in favor of the plan for composition settlement worked out for the company.

The committee says response to the February letter to depositing creditors has been "most gratifying" and that "many powers of attorney, representing a substantial aggregate of filed claims in both amount and number, have already come to hand."

"We believe," the letter, under date of February 17, says, "that the plan of composition settlement, which the company has worked out and for which it has procured financing, is in every respect sound and should receive the immediate support of all creditors. We believe, too, that the company is proceeding with that plan in a manner which is strikingly and commendably fair to its creditors, and for this further reason we are urging our fellow creditors to sign the powers of attorney at once and return them as requested in the company's letter of February 6."

It is pointed out that the plan contemplates readjustment of leases so that the business can be reorganized with a rent cost in line with that of successful competing chains. The committee states that company representatives say that active support and co-operation are being received from the landlords' committee.

Unless enough creditors promptly execute and return the powers of attorney, the company will not be able to go forward with the composition offers, the letter sets forth. Creditors will then be faced with the possibility of ultimate sale of assets on terms not so advantageous as the proposed composition offers, it is stated.

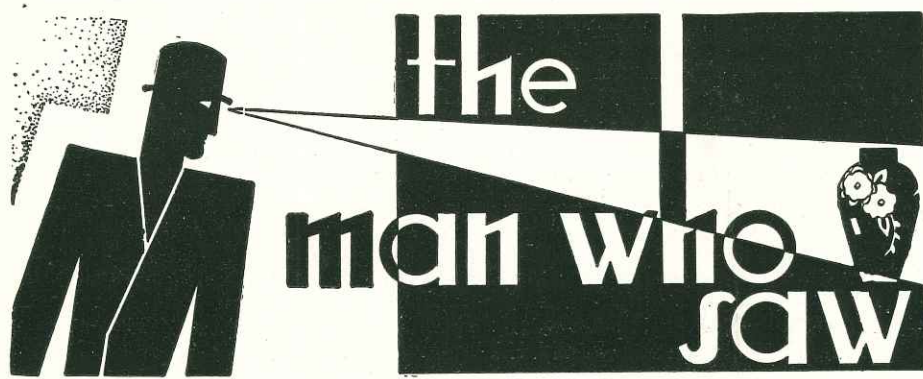
### Canada Doing a Substantial Business

A substantial volume of business continues to move in Canada, and the period of expansion which has continued for nearly a year is gradually becoming consolidated. The low point for the depression in this country is generally fixed as February of last year, and since that time improvement has been reasonably steady.

While comparisons in statistics with the figures for the same period of last year are currently extremely favorable, the showing with the ten-year averages is becoming brighter with each succeeding week.

Car loadings and railway gross earnings are both maintaining the improvement first recorded in December.





## Easter Comes Early

In View of Fact That Easter Arrives Early This Year, It Behooves Alert Retailer to Get His Stock in Order Early So He May Take Advantage of Every Opportunity the Holiday Affords

### COPELAND & THOMPSON, INC.

#### Eighteenth Century Styles Made to Fit In Perfectly with the Modern Mode

The manner in which types that are distinctive of the eighteenth century can be made by the slightest modification to fit in with the modern or contemporary mode is really astonishing. One is inclined to think of the art of the eighteenth century as being essentially over-decorative and florid, yet this is not invariably the case; and it is interesting to note how some of the ceramic products devised by the original Josiah Spode—or possibly some of those who sat at his feet—tie up with decorative schemes that are essentially of the third decade of the twentieth century.

This is brought to mind by some fine examples of Spode dinnerware now on display at the showrooms of American agents Copeland & Thompson, Inc., 206 Fifth Avenue. The molds of these date back to the eighteenth century and were among those that depended for their ornateness rather on the decoration than on the form itself. All that was done with these shapes was to slightly change the knobs, substituting ball knobs for the old-fashioned type, and the always-beautiful old Spode creations were ready for the modern treatment. They are done, incidentally, in the jasmine glaze, an ivory tone somewhat deeper and richer than the ordinary. The decorations, in the main, consist solely of silver and color bands, which are so much in vogue right now and so much a part of the contemporary decorative art. While such decorations were never conceived of by Spode for the pieces they now adorn, they do adorn them most charmingly and make of them authentic classic types of merchandise up to the minute and charming to gaze upon.

The wares described in the foregoing are for general use and will fit in well with any

up-to-date dining-room decorative scheme. In addition to these, however, there are some occasional services in Spode earthenware now on display at the Copeland & Thompson showrooms that are very lovely and positively unique. These are rich old lusters done in a wide variety of color treatments. They require, however, the proper setting to bring out their full beauty, and will appeal to the hostess who sometimes wants to be able to make a table setting that is so unusual as to compel attention and admiration. The necessary setting is unique, in keeping with the period in which these old glazes first came into use, requiring the employment of gayly colored cloths, with ornaments in the way of centerpieces, etc., of brass and copper. Then, and only then, is their full charm brought out. For such wares there unquestionably is a distinct market.

Leaving the subject of dinnerware, the concern also has some very interesting new specialties, the old molds of which were dug up by Sid E. Thompson on his last visit to the W. T. Copeland factory. Particularly worthy of note are some fine examples of Spode's "Imperial Ivory" shown in vases, jars, bowls, etc., the original molds of which date back to the early days of the eighteenth century. These are characterized by a rich and bold embossment that makes modern embossment seem puny by comparison. It is said that the workers are not obtainable to-day who can produce wares of this type. Certainly, they were master craftsmen, and their products in the rich ivory, unadorned save for the embossment, are calculated to appeal to all lovers of the beautiful in things ceramic. At that, prices are not exorbitant.

A special word might also be said regarding the concern's line of relish sets, which are shown both undecorated and decorated, and are obtainable with specially constructed Lazy Susans to harmonize, if desired.

### JOSIAH WEDGWOOD & SONS, INC., OF AMERICA

#### Revivals of Old Novelties in This Season's New Showing

Fine traditions are a great thing to have, but one cannot live on traditions alone. It is a realization of this fact that has kept Josiah Wedgwood & Sons in the very front rank of pottery manufacturers all over the world for the better part of two centuries. Only late last fall the concern brought out a noteworthy new offering in Wedgwood Queensware known as the "Wellesley," and which made a distinct hit in this country. But those in charge of the manufacturing department did not stop there, but kept right on creating new things and reviving old successes for the American trade. With the result, there is now on display at the showrooms of Josiah Wedgwood & Sons, Inc., of America as lovely an array of merchandise as has been offered in quite a while.

Among these is the "Garden Club" decoration, now being revived on the famous "Edmie" shape in Queensware. This shape has been a big seller for close to a quarter of a century. The Garden Club features a group of flowers—a different group on each size of plate, thus making for a different decoration of the same general character for the service of each course.

Reference has been made in the foregoing to the new Wellesley shape in Queensware, which has already been described in *THE SALESMAN*. This is now brought out not only in the plain but in some new enamel treatments. Some of these are applied to the border only, while others are augmented by hand-painted centers. Then, on the "Colonial" shape are some attractive border treatments that are rather of the eighteenth century in feeling.

The concern has just completed the modeling of a new series of hunt scenes, to be known as the "John Peel" line, each piece back-stamped with the legend, "Ye Ken John Peel." This John Peel was a famous and almost fabulous huntsman who roamed the lake country of England in the early days of the nineteenth century. So great was his fame that he was celebrated in song by one of the famous lake poets, so called, of that time, which group included Wordsworth, Coleridge and Southey. This poem, or song, began with the words, "Ye Ken John Peel." The work, as might be imagined, is highly colorful and naturally quite early Victorian in feeling. The whole range is a distinct addition to the Wedgwood line of hunt scenes.

There are a few new prints on the "Shell Edge" shape. This Shell Edge shape, the name of which accurately describes it, is an old Wedgwood creation dating back to the days when the modelers found their inspiration either in Chinese original or in the creations of nature about them.

After twenty years, octagon salad bowls and trays have been reproduced and are now shown with 8-inch plates to match. There seems to be quite a revival of the



old-fashioned salad bowl, brought about, naturally, by a revival of the custom of the host or hostess personally mixing the salad dressing at the table. These salad sets are done in gayly colored Victorian designs.

At the other extreme is a new modern shape in dinnerware that is characterized by terraced lines and is shown both in the plain and touched off with colored lines.

Special mention might be made of a very handsome handwork embossment which features an Empire festoon set off with a roping edge. This is shown only in plates, with table centers to match.

So much for the earthenware. In china, there are some new treatments in colored bands, particularly in powder-blue, ruby and green. There are also some silver luster bands, which are quite in the modern mode, combined with blue, green and other color combinations.

### NEW MARTINSVILLE GLASS MFG. COMPANY

#### No. 38 Line Shows Tiers of Old-Fashioned Thumbprints

One of the latest offerings from the New Martinsville Glass Manufacturing Company, of New Martinsville, W. Va., is a line (No. 38) of tumblers done in three tiers of thumbprints and making for a fine old Colonial effect, the upper portion being left severely plain. These constitute a line that has already found favor with the trade. The range of sizes includes 2, 5, 7, 9, 10, 12, 14 and 16 ounces. In crystal they will retail from 10 to 15 cents, according to the size, with the colored slightly higher. Samples are on display at the showrooms of local representative Frederick Skelton, 200 Fifth Avenue.

### ROSEVILLE POTTERY CO.

#### Interesting Novelties Are Brought Out at Popular Prices

With prices generally tending strongly upward, it is interesting to note that the Roseville Pottery Company, of Zanesville, Ohio, in bringing out its new lines for this season has priced these at a very popular range; indeed, an even more popular range than has been customary with this concern.

One of the new showings which are now being made by road representatives of the concern and are also on display at the New York showrooms, 18 West Twenty-third Street, under the general direction of Eastern Sales Manager Charles C. Snyder, is the "Laurel" line. Here is a popular-priced line of bowls, vases and candlesticks to retail all the way from 50 cents to \$2.50. It is shown in matt glaze and carries a raised-leaf effect. It is obtainable in three attractive colors. There are a red, so called, which is really a strawberry, a green and a yellow-black. The raised leaf is done in brown on the red, multi-colors on the green and orange on the yellow-black. This line has already attracted a lot of attention both by reason of attractiveness and up-to-dateness and

also by the low price at which it is obtainable.

Another new offering is the "Topeo." This is a very high-class offering of bowls and vases. The raised decoration is unique, but has its suggestion in nature. The price range is from 50 cents to \$3.50. There are two glazes—a cherry-red effect done in a high glaze and a matt blue with green trimmings. Both are rich, and it is merely a case of which one is preferred.

The line of jardinières has been greatly augmented this season in all sizes from 4 to 10 inches. These are shown in solid color glazes, including black, yellow, blue, white, tan and green.

### SALEM CHINA COMPANY

#### Service Plates, as Well as Dinnerware. Shown in Black Treatment

One of the outstanding numbers at the Pittsburgh Glass and Pottery Show in January was the dinnerware of the Salem China Company, the surface of which was completely covered with a black fond, this usually relieved by line or motif decoration in silver.

Now the concern has brought out some place plates in which the black fond adorns only the edge to the verge line. This is superornamented with a filigree treatment in silver that not only completely covers the black but extends well over the verge. It makes for a very rich effect. Samples are now on display at the showrooms of Harry G. Hackmann, 1107 Broadway.

### JUSTIN THARAUD, INC.

#### Several New Patterns Are from the Myott Factory

During the past few weeks the concern of Justin Tharaud, Inc., 129 Fifth Avenue, has received a number of outstanding patterns on the new "Georgian" shape from Myott, Son & Co., of which Mr. Tharaud thinks so well that he is going to put three in open stock.

A word might first be said regarding this Georgian shape, which shows a scalloped edge and a very narrow running embossment thereon. The scallops are carried out not alone on the flatware but on the feet of the hollow ware as well. The hollow ware is completed with lug handles and flat mushroom knobs.

One of the new patterns that are going to be stocked is on the Lowestoft order. Inside a green edge is a border treatment made up of purple diamonds set in a green trellis, this being only half an inch in width. Above the verge, and also in the center, are typical Lowestoft flowers in green, yellow, purple and pink. This is an old-fashioned type of pattern that is sure to prove successful. It will be carried in a full line of dinnerware.

Of an entirely different character and also on the same shape is a pattern on the Louis XV order. The embossment is accentuated by being brought out in a deep ivory. The border decoration is made up of heraldic medallions separated by little pink roses with touches of blue,

green and yellow. The center decoration, which is a comparatively small floral group, is in the same colors. It is the medallions, however, that are the outstanding features of the decoration. These are oblong in shape with stepped crimson centers. Little ermine-like motifs in gold add to the effectiveness, while the border or frame, which is distinctly of Louis Quinze order, is also in gold. The same pattern may be had, if desired, with green substituted for the crimson. Both can be had from stock in short lines.

### FEDERATED DISTRIBUTERS, INC.

#### Fancy Glassware Is Now Imported from Japan

After several years of experimentation, the Federated Distributors, Inc., 28 West Twenty-fifth Street, are now offering the trade some interesting fancy articles and sets in cased glass made in Japan. One particularly attractive offering is that of liquor sets, consisting of decanter and six drinking glasses to match. There are several styles of liquors, as well as others for whiskey, etc. Each set is packed in a decorative box made especially therefor, with a niche for each piece, the box coming in imitation leather and fabric-lined. The glassware is in crystal, with casings in blue, amethyst and amber. The sets are designed to retail from \$10 to \$12.

Also in cased glass, in the same colors, are some attractive little "good-nite" sets to retail for \$2 to \$2.50. These are not boxed. The line of cased ware also includes vases and A.D. cups and saucers. It is a short line in its entirety, but it has found favor with those who have seen it.

In addition to the glassware array, the concern is now featuring dinnerware for the first time, having secured control of one of the few factories in Japan making dinnerware. This dinnerware is an excellent white body. Many of the decorations show ivory fonds, while the litho treatments include popular types of borders, sprays and all-over effects.

### RUMRILL POTTERY COMPANY

#### Several New Glazes Are to Be Seen This Season

The Rumrill Pottery Company, of Little Rock, Ark., is offering the trade a number of new glazes this year, which are shown on its line of bowls, vases, etc. One of the most striking is a new mottled red. This is not only striking but very rich in appearance and quite suggestive of beautiful pieces of old Chinese ceramic art. Yet it is not the ox-blood of China. Then, there is the "Nokomis," which takes its name from the well-known character in Longfellow's famous poem "Hiawatha." It was not the charming young Indian maid, nor the wise young mother who so thoughtfully instructed her daughter, the luckless Wenonah, but "the wrinkled old Nokomis," who "nursed the little Hiawatha," her grandson, who gave to this glaze its name. For it is a cross between a copper color and a greenish bronze, suggesting the weather-beaten epidermis of the old Indian woman.





Walter A. Ricker, merchandise manager of the entire homewares division of the Boston Store, Milwaukee, Wis., left for home Wednesday after spending the greater part of two weeks in the market. During his stay here Mr. Ricker did not get around to see the trade to any great extent, spending most of his time working out plans of co-operation with the officials of the Associated Merchandising Corporation, with which his concern has recently affiliated itself. Mr. Ricker, who formerly merchandised the china, glassware, housefurnishings and gift departments and later took on upholsteries, has also been given charge of furniture as well, succeeding in this department Lawrence Gross, who has resigned as of March 1 and is planning to take a year's trip around the world. While heretofore Mr. Ricker has done a certain amount of buying, he will in the future confine his efforts to merchandising. Already a new furniture buyer has been appointed, and he is planning to throw off other responsibilities as soon as he can. His many friends are naturally highly pleased by reason of the confidence shown in him by the heads of the concern in giving these enlarged duties.

J. Merideth Miller, of Maddock & Miller, opened his Western trip of the season in Chicago, where he has been spending the week. He will then make a few other of the large cities of the Mid-West before returning home. Charles B. Levy, who also travels for the concern, opened in Charlotte, N. C., on Monday as the first stop of his trip, which will carry him first through the South and then out to the Pacific Coast.

James Tatman, of Chicago, sailed for Europe Wednesday on the *President Harding*, and will go direct to Leipzig to attend the opening of the spring fair.

The triumvirate that always endeavors to make Boston together at least twice a year is calling on the trade in that city this week, showing at the Parker House. This marks the opening of the season on the road for Alexander D. Shaw, of Maddock & Miller, and R. S. Pickering, of Theodore Haviland & Co.; while Eugene L. Fondeville, of A. J. Fondeville & Co., spent last week calling on the trade in Philadelphia.

Albert Jasman, merchandise manager of the homewares division of Meier & Frank Company, Portland, Oreg., arrived in town

last Friday on his regular spring visit. For the first time in a number of years Mr. Jasman did not visit the Pittsburgh Show, preferring to stay at home until after stock taking. He reports that stock taking proved very satisfactory and that a nice business was done in January.

Charles A. Weidemann, vice-president and sales manager for Carrollton China, Inc., who had been showing his lines at the Hotel Pennsylvania for a fortnight, packed up on Saturday and started on a Western trip and will cover all the larger cities in the Mid-West.

William C. Mosher, formerly sales representative of J. H. Venon, Inc., and recently in business in Boston as a manufacturers' agent, has returned to the Venon fold and will cover his old territory in the East and Mid-West.

Ralph B. King, of L. B. King & Co., Detroit, has been spending a few days in the city accompanied by Mrs. King and Donald MacPherson, manager of the concern's dinnerware department. Mr. King is very much encouraged over the outlook in Detroit.

Bernard G. Twitchell, china and glassware buyer for W. T. Grant Company, is on a New England trip inspecting the concern's stores in that territory and checking up with their respective managers.

Harry N. Leyland, of Percy N. Leyland, Inc., inaugurated his road work of the season when he opened in Boston on Monday of this week.

The death last week of Bernard Wicke, of the manufacturers' agency concern of Wicke & Ferris, will not make any difference in the business, according to A. M. Ferris, the surviving partner, who expects to carry on.

William Kenner, buyer for Frederick & Nelson, Seattle, Wash., arrived in New York Monday and expects to spend ten days or more in the market.

Charles M. Potter, road representative of the Steuben Division of the Corning Glass Works, has been in town for a few days to attend the opening of the new Steuben galleries in this city.

Eugene Jenkins has joined the staff of Edmondson Warrin, Inc., to cover the metropolitan territory. Mr. Jenkins was formerly in the silverware business.

Miss Anne Peake, buyer for the Sterling & Welch Company, Cleveland, Ohio, ar-

rived in town Monday for a few days' stay.

The latest reports from George B. Fowler, of the Homer Laughlin China Company, who has been in a New York hospital for several weeks, due to a leg infection, are that he is progressing most satisfactorily, but his medical advisers believe he should remain in the hospital a while longer for a complete rest. He will probably return home early in March.

Joseph Schwartz, long a well-known jobber in the field and now head of Jewel Sales, Inc., is enjoying a winter cruise in Southern waters, accompanied by Mrs. Schwartz. They are expected home early in March.

George W. Brownley, specialty dinnerware salesman for Morimura Bros., returned to headquarters on Wednesday of this week, having been out since early in January. Mr. Brownley is the first member of the staff to get back. He may make another short trip before the spring season is over.

V. D. Kinnan, Eastern sales representative of the Edwin M. Knowles China Company, packed up his trunks and returned to headquarters in Newell, W. Va., Tuesday night, having been in town since January. Mr. Kinnan expects to spend some time at the factory before making a trip to other Eastern points.

#### **Rumors Schuchat Leaves Famous-Barr Made Out of Whole Cloth**

Absolutely unfounded rumors continue to annoy various members of the trade. The latest of these concerns Al Schuchat, long china and glassware buyer for the Famous-Barr Company, of St. Louis. These were to the effect that Mr. Schuchat had severed his connection with the concern, and some were so far fetched as to state that he had been out since the first of the year. How these latter could gain credence is difficult to say, as Mr. Schuchat has been in touch by mail with many of his friends since that time and was very much in evidence at the Pittsburgh Show in January making the rounds with the buyers for the other May Company group of stores. As a matter of fact, Mr. Schuchat has only recently signed a new contract with the concern.

#### **Metropolitan Pottery Company Adds New Decorating Kilns**

The Metropolitan Pottery Company, whose offices and warehouses are located in Maspeth, Long Island, tried an experiment about a year ago of installing a department to decorate its own glassware, including tumblers, refrigerator sets, etc. A single decorator was employed at first and one small decorating kiln installed. The plan worked so well that the concern has now put in three additional decorating kilns and has greatly increased its staff of decorators, which means much more prompt service can be given the trade than heretofore.

Harm of getting into debt lies in being satisfied to stay in, instead of being anxious to get out.—*Frank Farrington*.



# DE SILVA

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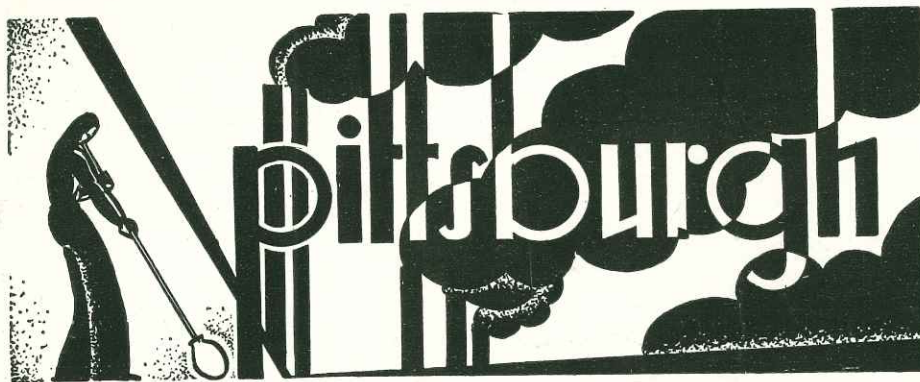
## LEON DE SILVA

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Added to their other difficulties, the stemware manufacturers are now unable to get sufficient shops to run as full as they would like. It would seem that every experienced blower in this field who wants to get work, not only can get it, but has a choice of half a dozen or more locations where he can go. The manufacturers are 'way behind on their orders, and under the circumstances it is not astonishing that prices are absolutely maintained. In the pressed ware field business also is good, but it is not surprising that it is not as good as in the blown ware end.

The third annual meeting of the stockholders of the Imperial Glass Corporation, since it was reorganized, was held Tuesday of last week at headquarters in Bellaire, Ohio. President Earl W. Newton made a very satisfactory report of conditions and projects. The directors elected were: Earl W. Newton, Chicago; William Siddall, S. G. Grow, Carl H. Hoch and James Stewart, Bellaire, Ohio; Henry A. Moore, Bridgeport, Ohio; W. M. Allen and J. T. Gilmer, Wheeling, W. Va., and L. V. McLean, Pittsburgh, Pa. The directors will meet shortly and select officers. Commenting on the report, the *Bellaire Daily Leader* said: "The Imperial Glass Corporation was organized in August, 1931, with an authorized capital stock of \$200,000, divided into preferred capital stock of \$125,000 and common stock of \$75,000, to succeed the defunct Imperial Glass Company, which went into bankruptcy in February, 1931. Of the authorized capital stock only \$86,311.03 preferred was actually subscribed and only \$36,215.24 of the common, making a total of \$122,526.27. But despite the limited capital the company had paid out to its employees and others more than 634 per cent of the amount invested."

The Owens-Illinois Glass Company reports net earnings after all charges for 1933 of \$6,032,311, or \$4.86 per share on the 1,200,000 common shares outstanding at the close of the year. This compared with \$2,067,885, or \$1.62 per share on the 97,173 shares outstanding at the close of 1932. The company during the year retired all of its senior securities at a cost of \$16,019,891, against a par value of \$15,068,000. The retirements cost 200,000 shares of common stock and \$6,019,891 in cash. The statement said that only a normal replacement business is seen from now on in beer bottles, but that repeal benefited

the company very much. Progress is being made in the manufacture of glass wool for insulating purposes, and the division is being installed in a plant formerly idle. The balance sheet of December 31 showed current assets of \$18,178,115, including cash and securities of \$2,999,933. Inventories were \$9,844,940. Current liabilities were \$2,897,761.

#### Bernard Wicke Dies of Complication of Diseases

Bernard Wicke, member of the manufacturers' agency concern of Wicke & Ferris and best known to the trade through his many years' connection with the interests of his brother, the late Victor G. Wicke, died at his home, 4017 189th Street, Flushing, Long Island, early last Saturday morning as a result of complication of diseases. About a month ago Mr. Wicke had a fall on the ice and cracked a couple of his ribs which aggravated his condition and finally resulted in his having to take to his bed; yet up to a few hours before he passed away his family and friends did not realize the seriousness of his condition.

Bernard Wicke was born in Berlin, Germany, sixty-five years ago, and attended the Berlin University. As a young man he came to this country and for a number of years was associated with his brother Victor, when the latter represented the Imperial Glass Company in New York. He left, however, to go in the trucking business, but then returned about twenty years ago to associate himself with Cox & Co., who had succeeded Victor Wicke as agent for the Imperial and other concerns. For a number of years Bernard Wicke was sales manager for the Cox concern. He resigned, however, late in 1930, and with Alex Ferris, who had also been with Cox & Co., established the agency business of Wicke & Ferris.

Mr. Wicke was a man of sterling honesty and had many admirable qualities. He is survived by a widow and a married daughter. Funeral services were held at his late residence Monday evening. The interment the following morning was at Evergreen Cemetery in Elizabeth, N. J.

#### Reimer-MacKenzie Corporation Files Petition in Bankruptcy

The Reimer-MacKenzie Corporation, importer of china, glassware and art goods, in the Mohawk Building, 160 Fifth

### THE WEEK'S IMPORTS

Comprising the recent receipts of China.  
Earthenware, Glassware, etc.

#### PORT OF NEW YORK

##### Inward Manifests

**COTHENBURG—Str. Drottningholm—**  
Reimer-MacKenzie Corp.—2 cases glassware.  
Venon, Inc., J. H.—121 cases glassware.

##### LIVERPOOL—Str. Antonia—

Tiffany & Co.—1 cask china.  
Fisher, Bruce & Co.—12 crates earthenware.  
Reimer-MacKenzie Corp.—1 case earthenware.  
Maddock & Miller—29 packages earthenware, 3 casks china.  
Johnson Bros.—2 crates earthenware.  
Shaw & Co., James M.—9 packages earthenware.  
Haviland & Co., Theodore—10 packages earthenware.  
Boote, Edward—15 packages earthenware and china.  
Edmiston, H. C.—7 packages earthenware.  
Pitcairn Corp., Wm. S.—15 casks earthenware, 1 cask china.  
Kupper, Inc., Herman C.—10 crates earthenware.  
Fisk, Marks & Rosenfeld—9 crates earthenware.  
Sellers Trans. Co.—15 casks earthenware, 3 casks china.  
Rowland & Marsellus Co.—4 crates earthenware.  
Plummer & Co., W. H.—2 casks earthenware, 1 cask glassware.  
Gerlach & Co., F. C.—29 packages earthenware.

##### BREMEN—Str. Deutschland—

Straub & Co., Paul A.—45 cases china and earthenware.  
National City Bank—5 cases glassware.  
Heinrich & Winterling—1 case earthenware.  
Borgfeldt & Co., Geo.—1 case glassware.  
Jay-Willfred Co.—5 cases glassware, 1 case earthenware.  
Irving Trust Co.—7 cases glassware.  
Globe Shipping Co.—39 cases earthenware and glassware.  
Phoenix Shipping Co.—53 cases glassware.

##### ROTTERDAM—Str. Volendam—

Graham & Zenger—60 cases glassware.

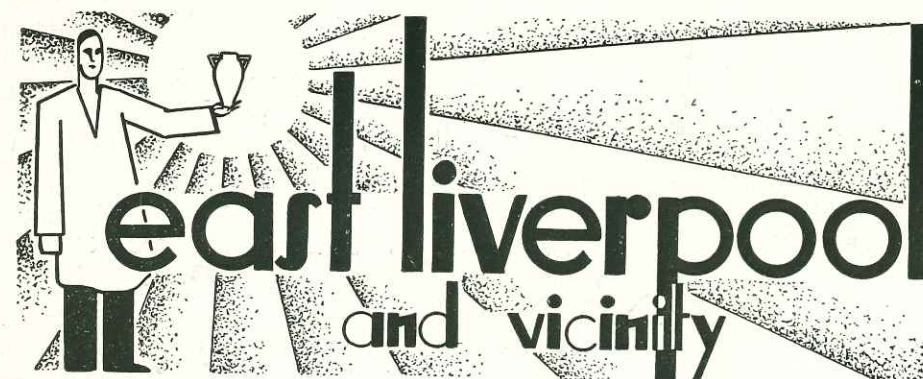
Avenue, has filed a petition in bankruptcy, with liabilities at \$6,665 and assets at \$1,007. The concern was established somewhat over two years ago by the late Fred C. Reimer and Harry F. MacKenzie, a few months after they withdrew from the Fred C. Reimer Company, of which Mr. Reimer was potential head and Mr. MacKenzie a road representative. They started, however, at an unfortunate time, when the depression was at its worst and when the demand for the kind of fancy wares they featured was particularly small. Mr. Reimer died a year ago last December and Mr. MacKenzie has since been carrying on the business.

#### Big Registration at Gift Show in New York

The Ninth Semi-annual New York Gift Show, under the management of George F. Little and sponsored by the National Gift and Art Association, opened on Monday at the Hotel Pennsylvania and will continue all week. The show is the largest of its kind ever held by Mr. Little, occupying the better part of two floors in the hotel. The registration was heavy right from the first day, but real buying did not start in until Wednesday, as is al-

(Concluded on page 31)





### Pottery Workers' Strike Imminent

Tie-up of practically every general-ware plant in the East Liverpool district was threatened early this week when about 525 mold runners and batters-out walked out on strike to enforce demands for a uniform wage scale and a system of "collective bargaining" with their employers.

While leaders of the strike movement declared that the strike would spread to plants outside of the East Liverpool district, but one outside shop—the Cronin China Company, of New Cumberland—was the only company affected by the labor dispute on Monday, according to Charles F. Goodwin, secretary-treasurer of the United States Potters' Association. Twelve other plants with which Mr. Goodwin communicated were "running as usual" on Monday morning. The clay shops in plants of the East Liverpool district, however, were practically closed.

The strike order was issued at a meeting of the workers on Friday night. The strikers are members of Local Union No. 131, National Brotherhood of Operative Potters. At the Friday night meeting the potters "voted unanimously" to withdraw their membership in the brotherhood and turned their charter back to brotherhood offices on Saturday.

James M. Duffy, president of the brotherhood, branded the strike as "unlawful" Monday and ordered the men to return to their work. At the same time he announced that if the men failed to return to work on Wednesday the N. B. of O. P. would seek to fill their places with other workers who would be enrolled as union employees.

Manufacturers announced Monday that an effort was to be made Tuesday morning to operate their plants with other workers if the men failed to return. The Homer Laughlin China Company, of Newell, and the Taylor, Smith & Taylor Company, of Chester, advertised for men and women workers, "experience unnecessary," to take the places of the strikers.

If the strike is not settled by the middle of the week the manufacturers will be forced to shut down their tunnel kilns for lack of ware. A complete suspension of operations in all departments would result within a week or ten days.

According to brotherhood officials, mold runners have been receiving from \$3.20 to \$3.85 a day, while batters-out are paid

from \$3.50 to \$4.50 a day, depending upon the generosity of the jiggersmen, by whom they are employed. The United States Potters' Association, at a joint conference with brotherhood representatives in Cleveland in December, granted a 12½ per cent increase in wages to employees, increasing the minimum wages for unskilled women employees from 32½ cents to 36 cents and unskilled men from 40 cents to 45 cents an hour.

\* \* \*

The East Liverpool ceramic district was well represented at the annual meeting of the American Ceramic Society, which was held in Cincinnati last week. Among those from East Liverpool and vicinity who attended were Dr. A. V. Bleining, head of the research department, and Frederick H. Rhead, art director of the Homer Laughlin China Company, Newell; Elmo Lintz, chemist for the Taylor, Smith & Taylor Pottery Company, Chester, and Lawrence Brown, chemist, and William Hocking, office executive, of the Hall China Company, East Liverpool.

Edward L. Carson, decorating department superintendent for the Homer Laughlin China Company, will retire from the company on February 28 after more than thirty-six years of service. Mr. Carson entered the employ of the Laughlin company when it operated its lone plant along the River Road, and witnessed the company grow to its present leadership in the pottery manufacturing business. He was head of the decorating shop for many years, recently resigning when H. W. B. Spore was appointed to succeed him. He will leave March 7 for a Mediterranean cruise, sailing on the Cunard liner *Aquitania*.

The Gem Clay Forming Company, of Sebring, has started the production of a line of porcelain food containers for use in electric refrigerators. The line was placed on the market early in January and is reported to have made quite a hit with the trade. The company engages principally in the manufacture of back walls and standards for stoves and novelties. Porcelain beer mugs were produced by the company for several months following the legalization of 3.2 beer.

### Business Holding Up Well on Coast

With business holding its recent gains on the Pacific Coast, reports from both

retail and wholesale lines last week were generally favorable. The report of the San Francisco Federal Reserve Bank on retail trade for January was the most impressive issued for several years. As compared to January, 1933, increases were reported in all cases; 114 retail stores had a gain of 18.7 per cent, with only 6 showing decreases. In San Francisco 21 stores revealed a gain of 20.7 per cent, while Oakland with 12 stores had an increase of 12.8 per cent and the rest of central California reported a rise of 28.4 per cent in 17 stores.

Railroad carloadings have been increasing. Dried fruits and canned fruits and vegetables continued firm, with a tendency to advance. Reports from the State Labor Commission indicated a better employment situation throughout California, but showed a slight decrease in average weekly earnings.

Bank debits in San Francisco increased 19.7 per cent in January over the same month last year, and it was announced that total bank clearings for the year 1933 totaled \$4,684,614,156, compared with \$5,053,860,845, placing San Francisco fifth among the leading cities of the nation.

Total debits for 1933 amounted to \$7,431,020,000, against \$7,742,014,000 in 1932.

### Retail Trade Continues to Improve in Detroit

Favored by improved weather conditions, retail trade in Detroit resumed its pronounced upward trend this week. The buying of heavy winter clothing at bargain prices continued strong, and to this favoring factor was added the return of a small army of shoppers who had remained at home during the sub and near zero temperature period.

Retail trade and general business continued to record an encouraging improvement. This general advance is being materially helped by the steady increase in payrolls in Detroit and throughout the State. Michigan's industrial employment level to-day is at its highest peak since 1930.

Continuing the upward trend, the number of employees in reporting industries increased 33.9 per cent over a year ago and 15.3 per cent over the previous month. Total payrolls in January were up 42 per cent for the year and 22.7 per cent for the month.

### Freeman Buyer for Loveman, Joseph & Loeb

Loveman, Joseph & Loeb, Birmingham, Ala., announce that Irving Freeman has been appointed buyer of housefurnishings, china, glass, toys, small electrical appliances and lamps, effective March 1. He succeeds J. M. McCarthy. Mr. Freeman was last with H. Batterman, Brooklyn, and previous to that with Standard Stores.

When tempted to try out some new business-getting schemes, bear in mind that the mere fact that they are new is not sufficient recommendation.—*Frank Farrington*.



### More Buyers in the City, While Salesmen Are Leaving for the Road (Concluded from page 10)

Retail sales last week continued to gain, with larger industrial payrolls counteracting the lay-offs of the Civil Works Administration, according to the weekly survey of business and finance of Dun & Bradstreet. Increases in all lines of activity were reported in the review.

"There are no signs of a let-up in the rising trend which has characterized trade movements thus far this year," Dun & Bradstreet said. "Sporadic instances of improvement now are giving way to proofs of a more definite general revival, as advances from positions of a year ago reach nearly staggering percentages, for at that time the nadir of the last century had been touched by nearly all branches of commercial and industrial activity.

"With a forward movement so well established in many divisions, a gauge of the ground covered since last March can be more accurately provided by reminiscent comparisons with conditions at this period in 1933, when the most menacing banking catastrophe in modern history closed the regulated channels of commerce over night.

"When cognizance is taken of the fact that the progress recorded during the last ten months was made with a start from scratch, the wide percentages of increase now being set down elicit particularly significant interpretation.

"The high level to which both mercantile and manufacturing business has been lifted was revealed by reports from all sections of the country this week, which brought a unanimity of expressions indicating continued improvement. While in some sections the gain has been more marked than in others, all recorded at least a moderate headway, with the largest increase in centers profiting directly by CWA and PWA work.

"With some moderation of the sub-zero temperatures of a week earlier, which slowed down transactions in agricultural districts, retail sales pushed ahead boldly, as the larger industrial payrolls offset the lay-offs by CWA. In consumptive goods, such as foods, wearing apparel, shoes and millinery, demand is widening rapidly, with prospects now more assured that in both textiles and shoes the spring business will exceed that of the last four or five years. Factories now are commencing to run overtime, and the extent of the expansion in industrial operations is apparent by the demand exceeding the supply for some types of skilled workers."

### The Mistake of One Retailer (Concluded from page 13)

we can get. But if he succeeds, let us remember it is in spite of and not on account of his belief that no trade journal can tell him anything worth knowing. He would succeed better if he had the knowledge he manages to get along without. He

may fall just short of a wonderful success through ignorance of something that would put him leagues ahead of where he is.

Think this over. Can you gather for yourself all the information you can use in your business, or would it come easier and be more nearly complete if you accepted the services of the trade journal which has widespread sources of knowledge and to which information about trade affairs flows as naturally as steel filings to a magnet? Can you make a great enough success of your business without helps that would bring you greater success? Shall you be satisfied with a little success when a bigger success might be secured by spending a little money and a little time getting more knowledge?

Some day my retailing friend is going to complain to me that his business is poor. At a time when his business ought to be getting better it is slipping downward. When and if he does complain in my hearing, I am going to tell him he has only one thing to blame and that is his short-sighted economy in saving a few dollars on trade journal subscriptions and losing many dollars on sales.

### Stunts Live Ones Are Doing (Concluded from page 15)

This service is free to customers. The length of time an item is allowed to remain on the board is dependent upon how much in demand the space may be. "Progressive Grocer" reported the use of this plan by a Western store with great success. It not only brought people to the store who made purchases, but it had the effect in some instances of relieving someone of the necessity for making a purchase of something much needed, leaving extra money for other purchases or for payment on account.

### Children's Dishes

A double appeal was used in one dealer's window display of sets of children's or dolls' toy dishes. The dishes made a direct appeal to the little girls, who immediately wanted sets, and to the mothers, who wanted to buy sets for the children. They made an indirect appeal through a special offer included that stated a set of the toy dishes would be given with every set of regular-size dishes sold. The plan sent many little girls home to ask mother to go and buy a set of dishes

### Sends Postcard Notice

There is nothing new in the idea of mailing to a customer a notice when something she wanted when not in stock has been received, but here is a different way of handling it. "The National Retail Clothier" tells of this plan being used by a dealer in men's wear. When a customer asks for some item not in stock, the salesperson takes a government postal card and puts the customer's name and address on it, noting on the back what the item was that was out of stock. The customer is

told this postal card will be mailed to him as soon as a new supply of the merchandise is received. This has the effect sometimes of causing the customer to delay purchase, waiting for the arrival of the new stock.

\* \* \*

### When the Special Sells Out

When a store is able to offer a special value and advertises it widely, it is not unusual for the stock to be sold out before all demands have been filled. The result of this situation is not infrequently a disgruntled customer. One dealer arranged to take care of this situation by giving out to all would-be purchasers arriving too late a check entitling them to one of those special values as soon as a new stock could be secured. This plan, in case of stock the dealer had not expected to renew and wanted to close out, might necessitate asking the customer to make a deposit as a guarantee the purchase would be made when the stock came in.

\* \* \*

### Jury Judges Values

The Bureau of Foreign and Domestic Commerce some little time ago detailed the plan of a certain store in getting a jury of women to pass upon the values offered. The "jury" was chosen from among clubwomen of the communities within the store's trading radius. They were brought to the store, where in each department certain items were exhibited to them and their value and quality explained by a store representative. After showing the merchandise and making clear just what it was, the price was quoted to the group and they were asked to give their vote as to whether or not that price was such as to make the merchandise a good value. In a few instances the price was lowered as a result of suggestions. The store advertised the articles later with the statement that a jury of women had voted the values satisfactory.

### Big Registration at Gift Show in New York

(Concluded from page 29)

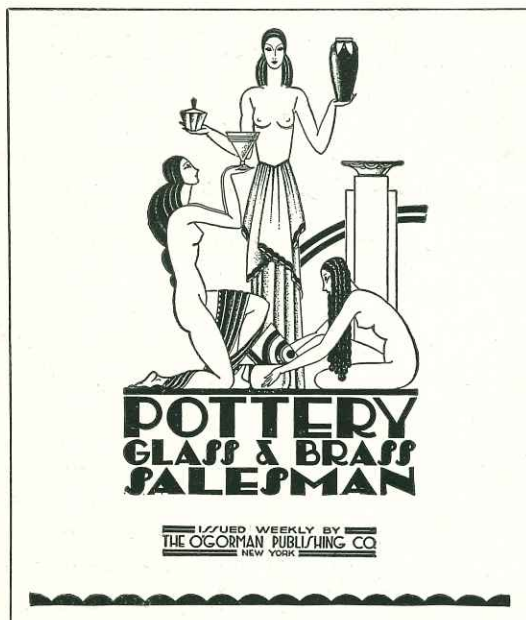
ways the case. Most of the early visitors just spent their time looking around and making notes. On Wednesday real business started in and is likely to continue for the remainder of the week.

Mr. Little has made two innovations this year that are noteworthy. The first is the publication of a magazine-size official directory which is highly illuminated and illustrated with specials offered by the various exhibitors. Another innovation is the serving of tea every afternoon from three to five, the courtesy being extended not alone to exhibitors but to all visitors.

The man who never seeks nor accepts any advice about the management of his business is usually the kind of man to need it most.—Frank Farrington.



# No Charge to Subscribers



Paid-up subscribers to THE SALESMAN are sent one copy of our "Pottery and Glass Directory and Buyer's Guide" FREE each year upon publication—additional copies at \$1.00 each.

This is the most complete handbook of information for ready reference ever published for the trade. In addition to this, however, our

## Information Bureau

offers a special service to merchants and buyers who are subscribers on any subject not covered in the Directory. All we require is that postage be enclosed for reply. Address inquiries to:

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Fred C. Reimer Company  
Wicke & Ferris  
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Or Building Superintendent, on premises

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Incorporated



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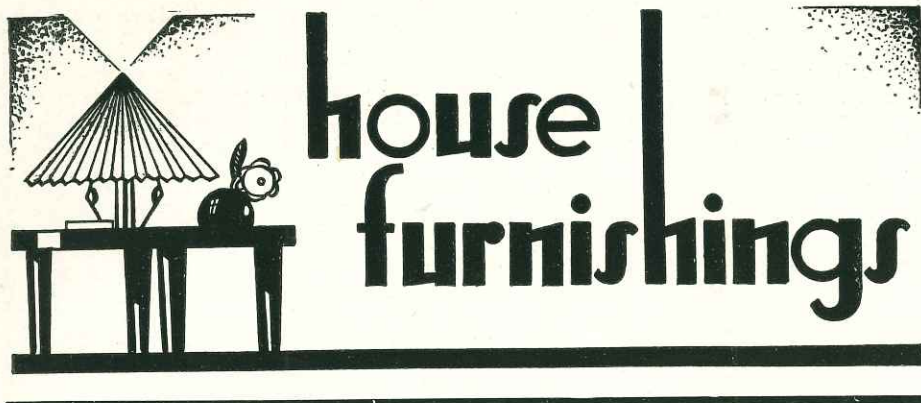
PRINTING TISSUES



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New York





# BUY IN CHICAGO

## More Price Advances

In Addition to Manufactures of Metalware, Brooms—Together With Mops and Other Articles Made of Cotton—Will Probably Be Higher Before the Month Is Out

AS INDICATED in THE SALESMAN last week, price advances in a considerable number of staple lines of housefurnishings are imminent. Not only will all kinds of enameled ware and stamped ware probably be higher by March 1, but brooms, mops and other manufactures of cotton will also be advanced.

### The Broom Advance

The advance in brooms is likely to be particularly heavy. The NRA code, which is responsible for most of the advances, is not, however, the only cause here. Not in years has there been such a shortage of broom-corn. It is now up to \$200 a ton, due largely to last year's late crop being almost a complete failure. If conditions were what they were some years ago, when brooms were used so much more than they are at present and the demand was much greater, such a situation would develop into a veritable famine. But in these days of parquet floors the broom has naturally given way, to a considerable extent, to the brush and mop.

It is interesting to note in this connection that the carpet manufacturers report a change in fashion and that the carpeted bedroom is showing signs of coming into its own again, or where it was a generation ago. If this does transpire, even with the free use of vacuum cleaners there will naturally be an increase in the use of brooms. This is still too far off to be a commercial factor at the present time, or indeed for many months or a year.

So far as the advance in mops, etc., is concerned—which is also likely to become effective before the month is out—this is clearly the result of a changed course of manufacture due to the NRA code. With both the mops and affiliated lines and the brooms it is uncertain just what the advances will be.

### Business Picking Up

The past ten days has seen a decided pick-up in business in the New York market. Many more buyers from out of town have been here than at any time previously this month or since the close of the Pittsburgh Glass and Pottery Show, which brought to the market a considerable number of buyers, particularly from the Mid-West, Far West and South, who buy housefurnishings as well as china and glassware.

It is pleasurable to be able to chronicle the fact that nearly all of these recent arrivals tell of an excellent January business; which, of course, puts them more in a buying mood and, incidentally, gives them a freer rein through orders from the merchandise department. Buyers so reporting generally have the same story to tell of activity along broad lines without any "specials" to help along the customary sales. Quite naturally there has been a little recession in February, but that is only to be expected and is regarded as merely temporary.

### St. Louis Retail Trade Well Ahead of Last Year

A pronounced impetus upward is evident in business in the Eighth Federal Reserve District in the last week. Retail trade in St. Louis is at a satisfactory level, running well ahead of last year; wholesale houses are receiving good orders from rural centers, large steel plants are opening to meet orders from carriers and other sources, and small industries are picking up to good schedules.

In the Southern section, the cotton payments and general good prices for farm products have been of decided betterment and comparatively prosperous conditions prevail.

### Hocking - Lancaster - Standard GLASS COMPANIES

Glass Boulevard

Merchandise Mart

### FOSTORIA GLASS COMPANY

Fine Table Glassware

ROOM 1567, MERCHANDISE MART

H. G. Dalzell, Manager

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### THE McANULTY CO.

Room 1469

Merchandise Mart

Housefurnishing Goods

Illuminating Glassware

Aluminum Ware

### EARL W. NEWTON & ASSOCIATES

IMPERIAL GLASS CORPORATION  
NAGOYA SEITOSHU  
MARION GLASS MFG. CO.  
MORGANTOWN GLASS WORKS  
THE EARL W. NEWTON COMPANY

1463 Merchandise Mart

### THE A. E. HULL POTTERY CO.

Kitchen Pottery

MORRISON HOTEL

J. E. Everett, Rep.

5240 Sheridan Road

### THE EDWIN M. KNOWLES CHINA CO. East Liverpool, Ohio

Makers of SEMI-VITREOUS PORCELAIN

Represented in the Middle West by

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### BARWARE SALESMEN WANTED

We have openings for experienced salesmen for bar glassware and china to hotels, restaurants, etc. Men who are active in the line will find a desirable and permanent connection. All communications confidential. Central Bar Supply Company, 631 Third Avenue, New York City.

### Store Sales Here Up 15 Per Cent in Last Two Weeks

Sales of department stores in the metropolitan area of New York in the twelve shopping days from February 1 to 14 rose 15 per cent, including liquor sales, compared with the corresponding period last year, the Federal Reserve Bank of New York reported this week. Exclusive of liquor sales, the gain amounted to 11.4 per cent.

Sales of the department stores in New York and Brooklyn were up 16.4 per cent, including liquor sales, and they rose 12.3 per cent exclusive of liquor sales. Department stores in northern New Jersey showed a gain of 8 per cent including liquor sales and of 7 per cent excluding liquor sales.

These results compare with a gain of 8 per cent in the first half of January by stores in the metropolitan district, the gain exclusive of liquor sales being 5 per cent.

January general merchandise sales in small towns and rural areas were 45 per cent greater in dollar volume than in Jan-

uary, 1933, Willard L. Thorp, director of the Bureau of Foreign and Domestic Commerce, estimated this week on the basis of preliminary figures.

There was a decrease of 40 per cent between December and January, as compared with a decline of 45.5 per cent a year ago.

Rural sales for the full year 1933 were about 9 per cent above 1932. The year 1932 had fallen 16 per cent below 1931.

These estimates were based upon figures furnished by three large mail-order companies for sales by mail only, and a large group of chain units operating in the small towns and cities of the agricultural regions of the country.

### Bloomingdale's Show Tables Set by Celebrities

An exhibition of table settings is being presented by Bloomingdale's, New York department store, this week in the china-ware department arranged by well-known people of the press. The tables reflect the personality of the people who planned them.

These tables, arranged by the various writers, will reflect their personality and at the same time typify their columns by which they are known to the public. A Bridge Luncheon will be set by Josephine Culbertson. An After the Theater Supper will be done by Robert Garland, a dramatic critic. Prudence Penny, who concocts recipes, will be represented by a family dinner table, and Walter Winchell by a Blessed Event table.

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